



THE MINOX MEMO

Classic Collection

A Series of Reprints by the Minox Historical Society

Volume 1

Series 1

Issues 1—8

Spring 1956—Winter 1958/59

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2003

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the minox memo

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 1 number 1

SPRING/1956

MINOX MEMO MAKES DEBUT

In keeping with its policies of service and education to Minox owners, Minox Processing Laboratories is now publishing this new magazine, "THE MINOX MEMO."

It is our desire to bring to you, our good Minox customers, the news of the development and availability of Minox accessories and film, and suggestions, special reports, and photography techniques from fellow Minox enthusiasts.

Your letters, photos and comments will enable us to publish a more informative, illustrated MINOX MEMO. We hope you enjoy this . . . our first issue.

MINOX CAMERA CLUBS ORGANIZED

It has been reported that Minox camera clubs have been organized in Indianapolis and Detroit. As yet, we have had no direct contact with these clubs, but are delighted with their development.

Write and give us the facts—who are your members and what activities do you engage in, etc. The MINOX MEMO will devote space to your stories. So, let us hear from you, Indianapolis and Detroit . . . and any other cities where MINOX CAMERA CLUBS are active.



HITCH MINOXES GOVERNOR AND STAR

Alfred Hitchcock, producer and director of THE TROUBLE WITH HARRY, new Paramount picture in VistaVision and Technicolor, uses his mighty 2½ ounce Minox camera to take candid photos of Governor Joseph B. Johnson of Vermont and Shirley MacLaine, star of the picture, during its recent world premier in Barre, Vermont. He is never weighed down with bulky camera equipment and can snap 50 pictures in a matter of minutes in his continuing search for new faces, new situations, new ideas.

MINOX NATIONAL ADVERTISING FEATURES MINOX OWNERS

The current Minox national advertising appearing weekly in U.S. NEWS & WORLD REPORT, BUSINESS WEEK, THE NEW YORKER etc., etc., has been featuring businessmen, architects, public relations men, etc., who are ardent users of the Minox camera for their work and for their pleasure.

Reproduced above is an ad that has been seen recently on Wayne Beaudette, Sales Director, H. W. Gossard Company.

Other ads have appeared featuring Howard Sams, Chairman, Howard W. Sams & Co. Inc., Sam Posen, President, Beltone Hearing Aid Co.; Sidney Smith, Gen'l Mgr. of a National Drive-in Chain; Lee Schooler, President, Public Relations Board;

Raymond Lutgert, President, Lutgert Construction Co.; Franklin Pollock, Chairman of the Board, Thatcher Glass Mfg. Co.; V. M. Hanks, Jr., professional photographer; E. N. Johnson, President, Johnson Spring Company.

The Minox use of public relations and service as an advertising theme has been so successful that Kling Photo Corporation, sole U. S. distributors of the Minox camera and its accessories, has authorized their agency, Herbert Baker Advertising, Inc., Chicago, to prepare a new schedule of ads continuing along a Minox user testimonial theme.

It may be that you have a new slant on the use of the Minox camera and its accessories that will be of interest to other potential Minox users.

G. SAUSE, GENERAL MANAGER OF MINOX G. m. b. H., VISITS AMERICA

We have just enjoyed a visit by Mr. G. Sause, General Manager of the Minox factory, who came over to help us in planning for Minox in 1956. Mr. Sause was exceedingly interested in the growing use of the Minox camera in America. He tells us that the Minox factory now has over 600 people producing nothing but Minox cameras and accessories and still cannot produce enough.

It has been virtually impossible to hire more people because unemployed skilled craftsmen don't exist. Fortunately, Mr. Sause began an intensive apprentice training program in 1950. His harvest of skilled technicians is now being materialized so that Minox production in 1956 will probably satisfy demand.



CHAMPION MINOX CAMERAMAN "MINOXES" MAHARAJAH

Whereas many Minox camera owners shoot about 100 pictures a month with their ultra-miniature 2½ ounce Minox camera, other Minox enthusiasts average over 500 shots a month.

Recently, Mr. Max Chopnick of New York City was asked what he did with so many Minox pictures. He sent us the attached photo (at left: THE MAHARAJAH of JAIPUR, INDIA . . . at right: MARJORIE MARSH ENFIELD, co-owner of MARSH TOURS) with his special label—"LITTLE SHOTS of BIG SHOTS"—another Minox Masterpiece by MAX CHOPNICK."

It seems that wherever he goes, Mr. Chopnick "minoxes" friends, associates, casual acquaintances and complete strangers, and then sends his candid Minox photos to them with his own personal label.

"It is quite interesting," Mr. Chopnick said, "to hear the amazed re-

MINOX PHOTO AWARD CONTEST TO BE ANNOUNCED

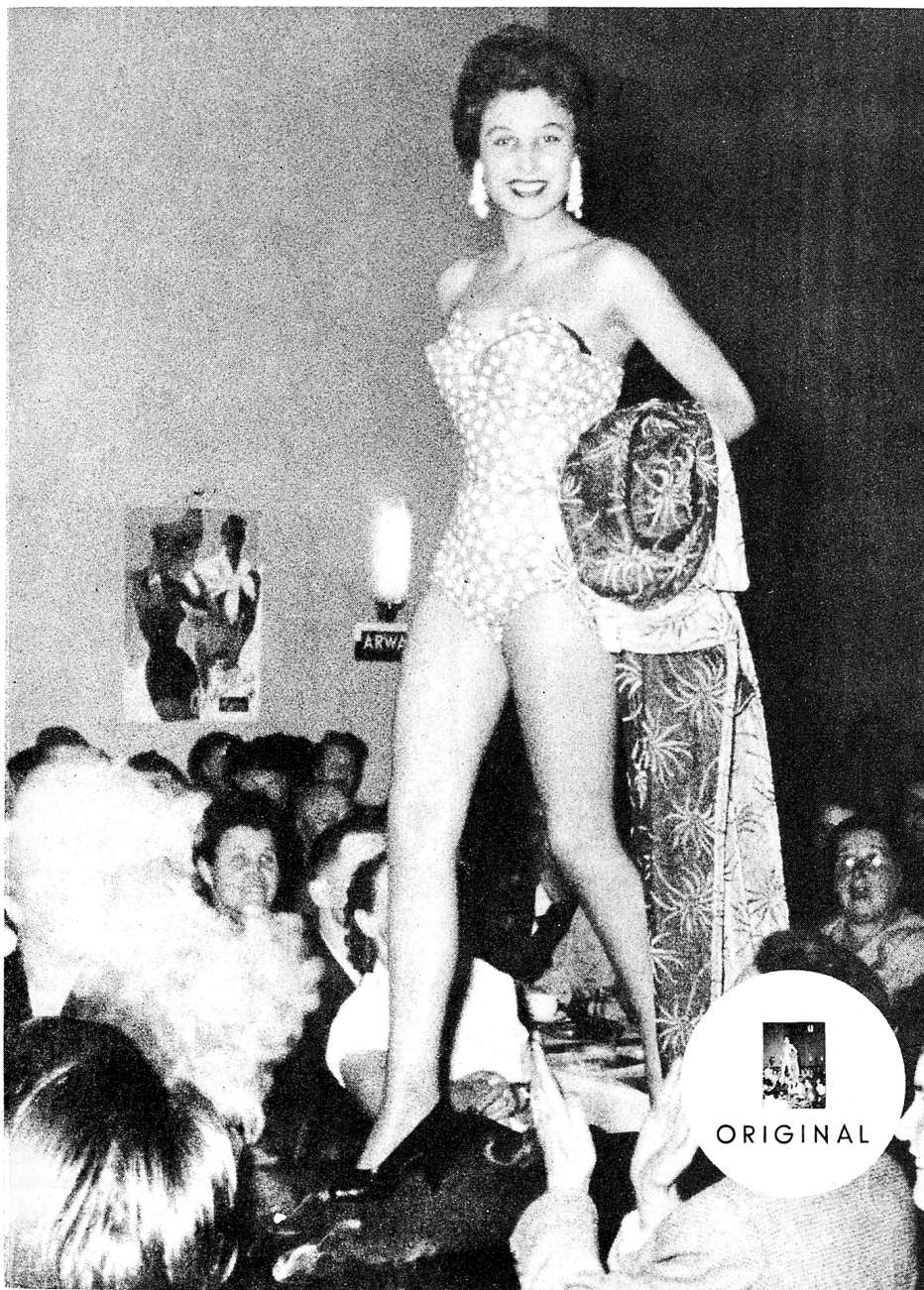
It has been suggested to Don O. Thayer, President of Minox Process-in Laboratories, that a national miniature photo award contest be instituted exclusively for Minox owners. His laboratory technicians continually see unusual photographic achievements by Minox users from all over the western hemisphere.

Editors of photography magazines also think it would be interesting to everyone to see prize winning photos made by Minox users. Mr. Thayer is currently working out the details for the First Annual Minox photo contest. Full information will be published in our next MINOX MEMO.

actions of people I have photographed, who never knew their pictures were being taken until they received my Minox MASTERPIECE."

the minox memo/ SPRING 1956

MINOX *picture of the month*



WHICH MINOX FILM SHOULD YOU USE?

Your choice of the proper film for a given picture plays an important part in your success with the Minox. Apart from color film, five different black-and-white films are now available to help you tackle any picture problem. By knowing the difference, you can use your Minox around the clock, indoors and outdoors, with every assurance of getting excellent results.

Minox cartridges contain the most modern films; these differ in "speed" and "grain". High speed film will give you pictures in artificial light without flash, but the slower films have finer grain, yielding bigger enlargements. That's the whole story in a nut-shell.

The slowest Minox film—ASA 5—is intended only for copying of printed pages, documents, line drawings, etc. It is a microfilm that 'sees' only black and white, but no middle tones, and yields extremely sharp copies.

For 90% of your outdoor pictures, ASA 25 film is your best bet. On sunny days, you set the shutter dial of your Minox at 1/200 sec. for average subjects; 1/500 sec. at the beach or for snow scenes. At these shutter speeds, you can stop most action and, for extra picture-quality, you can use the green filter and still work at a reasonably fast shutter speed. ASA 25 film yields the finest album prints, and bigger enlargements as well. *Most Minox owners prefer this film the year round.*

For fast action, where you need 1/500 sec. (sports, auto races, etc.),

and if you want a safety margin for overcast days, ASA 50 will give you greater speed. You'll get fine album prints, too, but ASA 50 will not enlarge as well as ASA 25.

For very poor light conditions outdoors, and for indoor snapshots under very bright light, ASA 100 will get you pictures at snapshot speeds which the slower films cannot match. Because of the higher speed, grain becomes more noticeable, and you'll have to be satisfied with smaller wallet-sized prints.

If you want to take indoor snapshots without flash and if you enjoy 'shooting' at parties, night clubs, indoor sports events etc., then load your Minox with ASA 200 (Kodak Tri-X) film! It has no equal for getting pictures under poor lighting conditions. (It's too fast for outdoors with the Minox). Correct exposure is important; over-exposure results in excessive grain. Properly exposed pictures will show no more grain than ASA 100 film—and you'll be amazed how little light you need for this ultimate in high speed film.

For flash shots, ASA 25 has more than enough speed for the Minox electronic flash and other similar flash units, and for even the smallest flash bulbs.

Whatever film you choose, stick to it. Make sure it gets the best possible processing. Remember: Correct distance — correct exposure — correct processing, give you an unbeatable combination.

OUR CHILDREN ARE SO SMART!

Two children were playing make-believe one rainy afternoon.

"What would you do," asked one, "if you found a million dollars?"

"Well," replied the other, "if whoever lost it was real poor, I'd give it back."

ASA 200 (KODAK TRI-X) FILM PACKAGED BY MINOX

New Kodak Tri-X film packaged by Minox offers 1001 new uses, especially for the ultra-miniature Minox camera. This super-speed film now allows every Minox owner to photograph anything he so desires even more inconspicuously—indoors—outdoors at night—at theaters, at meetings, at conventions, etc., without flash, and in poor light. And with its interchangeable cartridge feature, the Minox camera permits switching to normal slower films in just seconds, when photographing outdoors.

Here are some sample Minox shutter settings for Tri-X film:

For home interiors, in bright artificial light. 1/20 sec.

Brightly lighted offices in daylight
1/200 sec.

TV pictures, direct from your picture screen. 1/20 sec.

Museums, exhibitions, school-rooms, stores, industrial interiors 1/50-1/100 sec.

Spotlighted athletic, stage and ice shows 1/100 sec.

Brightly lighted downtown areas at night. 1/20 sec.

Tri-X film for the Minox is being packaged complete with a comprehensive exposure guide. Each box contains two cartridges of 36 exposures each—\$2.50 per box. Sold through all authorized Minox dealers.

NEW MANUAL FOR MINOX AND ACCESSORIES

A new manual just published, entitled, "Minox Owner's Manual," is now available to all owners of the Minox camera, and others interested in ultra-miniature photography.

This 32-page booklet is a comprehensive guide in the use of the Minox camera and its accessories,

and includes complete instructions, special tips on specific picture problems, copying tables, and a convenient exposure guide for all Minox film.

The "Minox Owner's Manual" may be obtained for 50 cents from Minox dealers, or directly from Minox Processing Laboratories, P.O. Box 94, Forest Hills 75, N. Y.

'Round Their Beats

TINY CAMERA LIGHTS UP EVIDENCE OF CAMBLING

Norfolk, Va.

News stories and pictures of gambling and illegal liquor sales in plush oceanfront establishments in Princess Anne County and Virginia Beach have brought a grand jury investigation.

The stories, written by Robert Smith, Ron May and his wife, Jeanne May, Virginian-Pilot reporters, and the pictures taken by Neal Clark Jr., a staff photographer, following a week-end investigation by the team of writers and photographer.

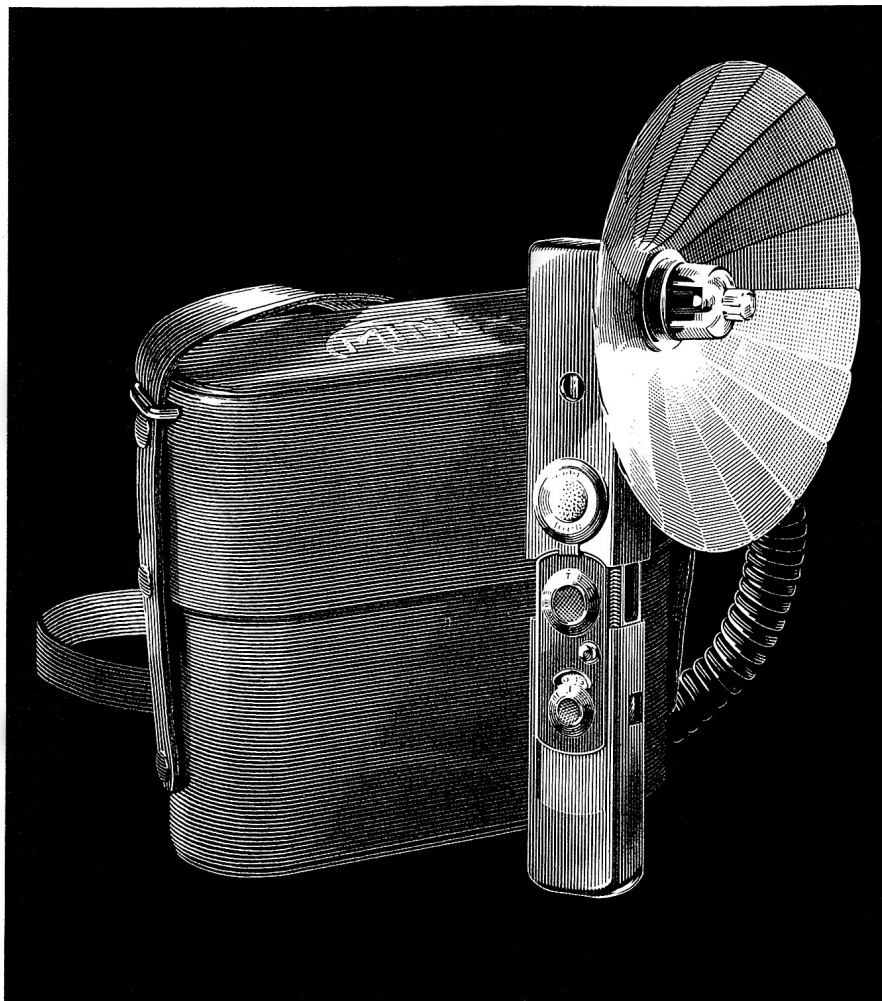
Mr. Clark concealed his tiny German-made Minox camera in a cigarette package in order to get the pictures, which showed the activities at gaming tables.

At no time was Mr. Clark detected, but he had some uneasy moments. The small camera left room for a few cigarettes in the king-size pack. Mr. Clark cut a small hole in the narrow side of the package behind which was the camera lens.

Twice Mr. Clark feared that attendants in the gambling rooms had heard the whirr of his camera when he shot a picture or the click when the film was wound. On these occasions, he whipped out a cigaret and asked for a light.

The news team was summoned to appear before the jurors.

Editor & Publisher—August 13, 1955



NEW... MINOX ELECTRONIC FLASH

World's smallest, lightest and easiest-to-use electronic flash . . . weighs a mere 24 ounces. Can be carried over shoulder, and fits in a man's pocket or woman's purse without dangling wires or cumbersome flash-heads.

Permits high efficiency flash exposures in rapid succession at less than a penny per flash. No wires to connect. A marvel of electronic engineering development, it eliminates critical calculations of the subject distance to flash. With accessory adapter foot, it can be attached to any camera having standard accessory shoe or flash bracket.

#6510	Minox Electronic Flash, including genuine leather case, flash-head and fan reflector (less battery).....	82.50
#6521	Minox Electronic Flash AC Power Supply.....	4.95
#6522	Minox High Efficiency Color Reflector.....	2.50
#6523	Eveready #491 Electronic Flash Battery.....	7.95

All Minox products are available through your authorized Minox dealer.

the minox memo

P. O. Box 94, Forest Hills 75, N. Y.



SEC \$4.66 P.L.&R.





volume 1 number 2

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WINTER/1956-1957

First Annual MINOX Photo Contest Announced

TWENTY PRIZES!

YOUR MINOX SHOT CAN WIN!

The big search for the best Minox photos of the year is now underway according to Don O. Thayer, President of Minox Processing Laboratories.

TWO DIVISIONS — TEN AWARDS IN EACH

Because the Minox is widely used both for business photography and pleasure snapshots, two contest divisions are provided offering ten duplicate awards for both classifications. Portraits, travel shots, family, animal, adventure shots, etc. should be entered in the "Pleasure" division.

Commercial, industrial or business photographs should be entered in the "Business" division.

THREE JUDGES

Your entries will be scrutinized and selected by photography experts—judges chosen from nationally known, top photographic magazines and newspapers.

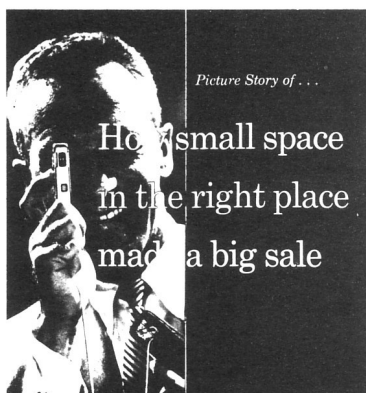
Minox photographs snapped between Aug. 1st, 1956 and July 31, 1957, are eligible for entry—so be alert for your possible winner.



TWIN TROPHIES will be awarded two top winners of the First Annual Minox Photo Contest. Holding aloft a life-sized, gold-metal Minox symbol, one handsome trophy and a Minox Electronic Flash will go to the 1st place winner of the "Pleasure" division—duplicate prizes will be awarded the 1st place "Business" division winner.

(continued on page 10)

MINOX LAUDED BY U.S. NEWS MAGAZINE IN SUCCESS-STORY BOOKLET



U. S. News and World Report magazine recently published a dramatic, picture-story booklet describing Minox's success through advertising. Copies of the handsome, 16-page booklet were mailed to twenty-thousand executives throughout the country in advertising, sales, production and merchandising to exemplify results of small space advertising.

U. S. Newswriters summarize, stating, "As with cameras, so with advertising—bigness is not necessarily the measure of effectiveness."

Memo Becomes Handbook

Credit goes to a Schenectady, N. Y., reader, Louis E. Wiman, for the "New Look" of the Memo. He writes, "Why not make your left hand margin a bit wider so that the "Memo" can be punched and filed in a standard (dimestore) binder.

"I'm sure other Minox owners will want to keep this new magazine on file as I hope to do." So file away, Minoxers! We'll ply you with Minox "know-how" to make your Memo collection a truly helpful handbook.

CALIFORNIA MINOX CLUB ORGANIZED 2 YEARS AGO

Come out, Minox Clubs, wherever you are! Readers are requesting news of your organizations so that they may join. Here is the first Minox Club response:

Pandit's Minox Moghul's Club
Santa Cruz, California

Dear Sir:

I am writing to congratulate you on your new Minox Memo magazine. We Minox owners and enthusiasts welcome it wholeheartedly. We have been singing the praises of Minox for nearly two years now, and have always felt that we should have an official outlet for subjects and articles of particular interest to Minox users . . . Eureka!

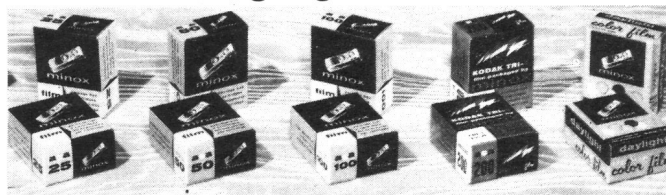
We have members in San Francisco, Berkeley, San Jose and Los Angeles, California, and our President, TV and concert artist Korla Pandit, is not only a great booster of the Minox among professional peoples, but has taken some outstanding pictures worthy of an award with the Minox. We have urged him to submit them in some of the prevailing contests, but he has felt that there would be no division for Minox size prints in them. We are, therefore, looking forward with interest to the announced contest sponsored by Minox.

Meanwhile, may we make contributions to your journal? We'd love to. Anyone living in the above-mentioned cities may join our club by writing to P.O. Box 817, Santa Cruz. (We'd like to open a chapter in Oakland, too.) Let us hear from you. Thank you for any consideration shown. I remain,

Sincerely yours,

Beryl June Debeason, Secretary

Minox Film Packaging Wins Double Awards



MEMOS FROM MINOXERS

—from Fort Worth, Texas

"Unbelievable details" . . . "Truly the fabulous photo instrument of our times." These phrases come from commercial photographer and ex-newsreel cameraman, John E. Witten of KFJZ-TV in Fort Worth, Texas.

Experienced in evaluating finished prints from any source, Mr. Witten reports that his first Minox prints far exceeded his expectations.

"We here at the station have done nothing but marvel at the results of the Minox," he writes. "I will second anything said about the high quality of this camera."

—from Atlanta, Georgia

3 cheers!

From the time I bought my entire Minox outfit in which I had approximately \$300 invested, I have been a little skeptical of the advisability of retaining it.

Since your move to Forest Hills, my confidence has risen rapidly . . . and now, with the additional obligation you have assumed in publishing *the minox memo*, I am completely assured that I did the wisest thing.

Needless to say, my reason for not parting with my Minox was the fun I am having plus the unmeasurable value it has been in my business.

My unqualified comment is:

Call yourself an art critic or engineering expert if you've thought the Minox film packages attractive and unusual in design.

They were recently acclaimed by two national awards from the National Folding Paper Box Association—one for excellence of printing—another as the outstanding package in the sporting goods—photography category.

The Minox film boxes were selected from 7,600 on exhibition, representing 500,000 packages produced in America during the year . . . a rather unique achievement.

Minox is the greatest!

Gratefully yours,
William C. MacPherson, S.P.E.
Director, Michaux Enterprises

—from Indianapolis, Indiana

Thank you very much for the Minox Memo. I appreciate that you're going to be helping poor souls like me who have not been experts at using the camera, and have been a bit discouraged.

Please send me the name and address of someone from Indianapolis who is in that camera club mentioned on the first page of the Memo. I would certainly be interested in being a **listening** member at least. I need to learn a lot. I'm really camera "poor" but I do want my Minox to replace some of my heavier equipment, since I'm no longer able to carry it all.

Thank you for your help!

Yours very truly,
Mrs. Mildred A. Voelker

MINOX *picture of the season*



ORIGINAL

HOW MUCH IS ENOUGH FILM?

Some new Minox owners ask us why Minox film is not available in 12 or 24 exposure cartridges. "Just enough for a weekend," is how several have phrased it.

Minox veterans, on the other hand, have occasionally asked for 75, even 100 exposures per cartridge "to save frequent re-loading of the Minox."

So we decided we'd enlighten everybody on the subject of the Minox cartridge because it makes an interesting story.

When you take a Minox cartridge out of its sealed wrapper, it looks quite simple. You can drop it into your camera and be ready to shoot in a couple of seconds.

It has probably never occurred to you that the cartridge is—next to the Minox—the most vital part of the Minox System. To give you perfect pictures, it must fit perfectly into the small space allotted to it in the camera. It must be absolutely light-tight. It must be chemically inert so as not to affect the delicate film emulsion, and it must permit smooth film travel from the feed drum into the take-up drum.

Yet, it may come as a surprise to you that, excluding the film itself, each cartridge consists of **twelve separate parts**, each designed to assure perfect operation and to give you the best possible pictures.

The metal used is so thin (14/1000") that the small "bridge" connecting the two film drums is provided with tiny ribs just to add strength for the brief moments of loading and un-loading the camera! And, just as the delicate mechanism of your Minox camera could only be assembled by hand, so the assembly and loading of every film cartridge is a very precise opera-

tion—regardless of the length of film used.

Thus, shorter film loads would mean higher cost per exposure, since the cartridge itself would remain unchanged.

To those who would like to have more film in each cartridge, we'd like to mention that the thickness of the film limits the length that can be coiled up in a small space of the take-up drum around the rotating take-up core or spool. The ultra-fine grain and medium speed films are very thin so that 50 exposures can be reeled into the take-up drum, but the greater thickness of ultra-fast ASA 200 and color films reduces the practicable film length for these types to 36 exposures plus the leader and end strips.

If you are a Minox novice, accustomed to cameras taking 8, 12 or 24 exposures, it will soon come as a revelation to you that one of the many reasons for the ever-growing popularity of the Minox is its wonderful ability to shoot whole picture series in quick sequence—giving you the most exciting and alive pictures you have ever taken.

The next time you unwrap a Minox Film Cartridge, remember—it, too, is made with great care to give you fine Minox pictures!

★

For a camera bug's birthday, a woman decided to present him with 50 standard flash bulbs. She knew little about cameras, and before wrapping each bulb in gold paper, she carefully tested it in her husband's camera. She was delighted that every bulb "worked," and happily sent them off to her friend—who still hasn't the heart to tell her the facts about cameras.

—Reporter Dispatch

Long Sought By Military Intelligence! Wanted By Police—Minox !

Law and Order, the magazine read by every police chief and major law enforcement office in the country, devoted an April editorial with pictures to the many uses of Minox in crime detection.

In enemy hands during World War II, Minox baffled members of our military Criminal Investigation Division, the article states. They could not determine how copies of secret documents, photos of military installations and other classified information was being obtained by enemy agents, nor how it was being recorded and transmitted. The answer, they later learned, was Minox.

Minox subminiature negatives were easy to conceal, and in some cases, were reduced to the size of a typewriter dot and sent overseas by regular, inspected mail.

Secret Weapon Now Our Ally

Once a secret weapon, Minox is now greatly in demand for peacetime crime detection. "It is obvious," the **Law and Order** editor writes, "that a camera the size of a pack of gum and weighing only 2½ ounces, is ideal for confidential work where an ordinary camera would arouse suspicion immediately.

"The Minox is being used for obtaining evidence in gambling, vice and narcotics cases. When extra precautions are needed, the Minox can be camouflaged in a pack of cigarettes or used openly as a simulated cigarette lighter.

"Even in everyday traffic work," the editor continues, "accidents or larceny cases, a Minox in the smallest pocket of an officer is always ready to get the facts."

MINOX ELECTRONIC FLASH CREATES SENSATION AT CHICAGO SHOWING

With features never before offered and heralded as the world's smallest, lightest and easiest-to-use flash, the Minox Electronic Flash was enthusiastically acclaimed by 4,000 dealers who attended the Master Photo Dealers' and Finishers' Association's Convention in Chicago.

Companion To Minox Camera

Created as a companion to the Minox camera, the Minox Electronic flash embodies the same principles which have made the Minox a successful ultra-miniature precision camera. It is compact, weighs a mere 24 ounces, can be carried over the shoulder or fits into pocket or purse without dangling wires and cumbersome flash-heads.

The ingeniously designed flash head is easily attached to the Minox camera. It automatically makes contact with the flash nipple of the camera and locks firmly to the camera with a half-turn of a knurled disk. The flash tube, when not in use, is protected inside the flash head.

Folding Reflector

The fan shaped reflector, supplied with the flash, produces a soft, even illumination without hot spots. It is ideal for use with black and white film and covers distances from 3 to 20 feet, depending upon the type of film used. For use with color film or to cover larger area with black and white film, a high-efficiency polished reflector is available as an accessory.

(continued on page 7)

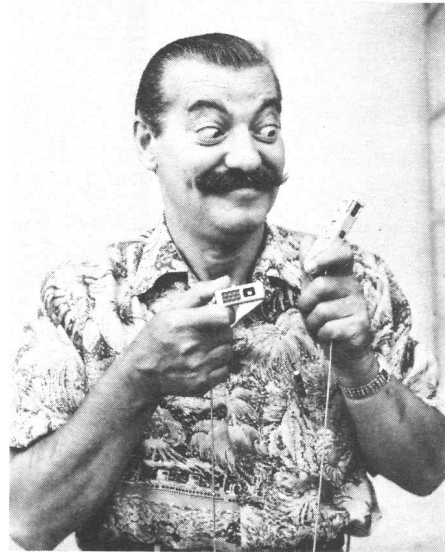
2 OUNCES – 2 INCHES OF PREVENTION

One of the many reasons for the popularity of the Minox is its wonderful simplicity. For most snapshots there is no need to worry about distance setting because, when the distance scale is set between Infinity (∞) and six feet, everything from six feet and beyond will be sharp.

Shutter setting is simple, too; the exposure guide packed with every Minox film tells you just how to set the shutter for various standard conditions.

Yet, there are times when conditions are not "standard." That's when the wise Minox owner relies on his Minox exposure meter to prevent over or under-exposure. A mere 2 inches long and weighing less than 2 ounces, this tiny electronic marvel tells you in a jiffy how to set your Minox shutter dial to assure perfect pictures every time.

And it is so simple to use—no wonder more than 86% of all Minox camera owners are taking



the guesswork out of shutter speeds with the Minox exposure meter.

Here is all you need do: Look through the bright viewfinder of the Minox meter at the scene you want to photograph. PRESS and then RELEASE the "reading button" and—presto—the meter tells you the correct shutter dial setting! There's nothing to calculate, no fuss.

What's more, the viewfinder of the meter comes in handy whenever you want to look at the scene before you use your camera. As you know, once you open the camera to look through the camera viewfinder, the film has been advanced, ready for the picture. If you decide not to "shoot," and close the camera again, you waste one film frame. So, using the viewfinder of the Minox meter saves film for you!

If you already own a Minox meter, here are some suggestions to keep in mind: Always hold your meter just as you would your

(continued on page 9)

MINOX FLASH

(continued from page 6)

Fifth Avenue Designed Carrying Case

The Minox power pack is the world's smallest . . . a rakish design in fine top grain genuine leather, made by a famous Fifth Avenue leather craftsman. It houses the new Eveready Battery #491, or with the accessory AC power unit and 15 ft. cable, plugs into any 110-120 volt AC house outlet to give the photographer freedom of movement throughout the average size room.

The Minox Electronic flashgun with folding reflector and battery case is available at your dealers now, priced at \$82.50. Battery extra.

Minox Slide Projector Offers New Thrills

Thousands of happy Minox owners are discovering the excitement of getting magnificent color slide projection now that the new Minox Slide Projector has become generally available.

This is another important forward step in **color photography** for the Minox. Only a few months ago, the new, fast ASA 32 Anscochrome color film was put on the market in Minox cartridges. Not only does this fine new film give you truly **natural color**, but it has **finer grain** for extra sharpness. And, like all other Minox cartridges, you can load it into your Minox at any time, interchangeable with black-and-white film, to give you just the kind of film you prefer for every occasion.

The Minox Projector is a marvel of compactness (only 8"x6"x3½") and, in its genuine leather carrying case, goes along easily to a neighbor's house, to the club, office, or on your trips.

But, more important, it was designed especially with you in mind, to give you brilliant, large pictures at comfortable viewing distances. Even at a mere 8-foot distance from projector to screen (or to a white wall), the critically sharp f/2.9 Minostar lens of the projector enlarges your tiny Minox slides to a whopping 2 x 3 feet!

This closer projection distance has another advantage: It requires only a small 100-watt bulb, which, combined with a triple-wall housing for free air circulation, and a tempered-glass heat filter, means protection of your slides against excessive heat.

Other refinements include an adjustable lamp socket for perfect corner-to-corner illumination,

built-in elevating device for convenient image centering on the screen. The projector is supplied with a 6-foot rubber clad cord, on and off switch, and all metal slide carrier.*

The Minox Projector is designed for use with slides bound in the new Minox 30x30mm slide binders which preserve the small Minox transparencies between optical glass plates and have metal frames for added protection.

It is a simple matter to make your own slides; the Minox kit for 50 slides (\$8.50 at your Minox dealer's) contains everything necessary. Or you can order your transparencies, ready-bound in the Minox slide binders, for 30¢ each through your dealer or from Minox Processing Laboratories, Forest Hills 75, New York. A neat Slide Safe of clear plastic, slotted for 50 slides, is \$2.50. And, if you make your own slides regularly, you will find the Minox Transparency Viewer-Cutter (\$14.95) a great time-saver. Its adjustable magnifier makes it easy to select individual transparencies, and a light touch on the handle cuts the frame to the exact size to fit the Minox slide binder.

A smooth white wall surface, or a matte white screen (not glass-beaded) will give you the finest projection results.

Convince yourself: Load your Minox with the new ASA 32 color film and ask your dealer to project the finished transparencies for you. We think you'll be delighted.

*Complete with its genuine leather case, the Minox Projector is available at Minox dealers (\$79.95). Hint: A perfect X-mas gift to Minox camera owners!

TWO OUNCES

(continued from page 7)

Minox camera, with fingers on top and bottom of the instrument; otherwise you may obscure the viewfinder, or even more important, the honeycomb lens of the measuring electronic cell.

If the scene contains great contrast between dark and bright areas, such as a brightly dressed person in front of dark green foliage, or the opposite, someone in front of a white wall or in a bright snow scene, take the meter reading at close distance so that the most important part of your picture is measured for correct exposure. If it is not possible or convenient to get close, you can "substitute" by measuring a similar subject close by.

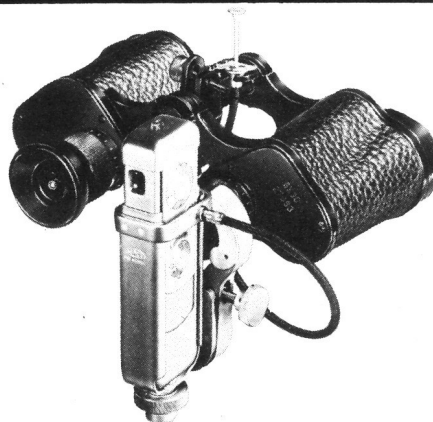
If the sky occupies a large portion of the scene when you are primarily interested in darker foreground areas, it is advisable to take the close-up reading method suggested above, or simply tilt the meter downward so that the bright sky does not influence the meter reading.

SANTA WANTS TO KNOW

It seems a short time ago we were playing golf and swimming, and now Santa's shadow is hovering around.

Christmas used to be "officially" opened after Thanksgiving or around the first of December. But now, with Thanksgiving moved up a week and the stores putting up Christmas decorations in the middle of August, we are constantly reminded, "Do your Christmas Shopping early."

If you're a Minox fan, your Santa Claus might like to know you want to make it a Minox Christmas. Do your Christmas hinting early, and maybe you'll find a brand new Minox Electronic Flash or meter in your sock on December 25.



HOW TO MAKE MINNOWS LOOK LIKE WHALES

Every Minox owner who has a pair of binoculars has probably thought about coupling his camera and binoculars for pictures of distant subjects.

The Minox Telephoto-Binocular Clamp is a precision accessory that will attach your Minox camera to your binoculars. It's also adjustable for oculars from 1" to 2" in diameter. It features a built-in tripod and cable release socket . . . can also be used as a camera-to-tripod clamp.

You'll find many uses for this unique Minox accessory. Distant objects, sporting events, architectural details, candid work, etc., are magnified to the power of your binoculars. At a zoo, you can shoot snaps of the tiger's teeth without getting snapped yourself.



10 "PLEASURE" DIVISION PRIZES! 10 "BUSINESS" DIVISION PRIZES!

**Duplicate prizes will be awarded
winners of each division.**

1ST PRIZE — Inscribed Minox Trophy with gold metal Minox camera symbol PLUS Minox Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

2ND PRIZE — Minox Slide Projector for black and white or color. Projects Minox transparencies to 2' x 3' at a mere 6'. Leather carrying case included.

3RD, 4TH and 5TH PRIZES — Minox Exposure Meter. Satin Chrome finish meter with measuring safety chain and leather case.

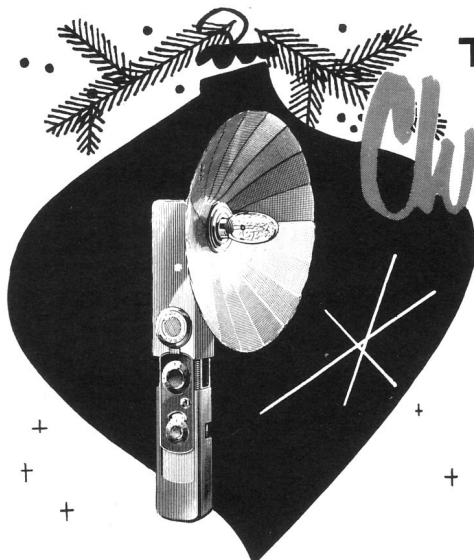
6TH, 7TH, 8TH, 9TH and 10TH PRIZES — Minox Right-Angle Finder Mirror. Permits around-the-corner picture taking.



"I'm from Texas, I'll take a dozen of those things."

RULES OF FIRST ANNUAL MINOX PHOTO CONTEST

1. Prints must be Minox Photographs taken between Aug. 1 1956, and July 31, 1957.
2. All entries must be postmarked prior to midnight, July 31, 1957.
3. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.
4. Submit as many photographs as you wish, but each print must contain the following information on back:
 - a. Classification of entry — either "Pleasure" or "Business"
 - b. Contestant's name, address, city.
5. Enter one or both classifications of contest.
6. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.
7. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.
8. Prize-winning pictures become the property of Minox Processing Laboratories, and must be released for publicity purposes.
9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories and members of their families are not eligible.



THE PERFECT *Christmas* GIFT!

Give yourself—give your friends the mighty 3 oz.

MINOX B-C FLASH...

lightweight and easy to operate. The Minox B-C Flash permits flash exposures in rapid succession . . . in just the few seconds it takes to change the bulb.

#6541 Minox B-C Flash, flash-head and fan reflector (less battery) **29.95**

All Minox products are available through your authorized Minox dealer.



at your photo dealer NOW!

TELL SANTA
you want the
fabulous NEW
minox
ELECTRONIC FLASH

world's smallest, lightest and easiest-to-use electronic flash . . . weighs a mere 24 ounces, can be carried over shoulder, and fits in a man's pocket or woman's purse without dangling wires or cumbersome flash-heads.

permits high efficiency flash exposures in rapid succession at less than a penny per flash, no wires to connect, a marvel of electronic engineering development, it eliminates critical calculations of the subject distance to flash, with accessory adapter foot, it can be attached to any camera having standard accessory shoe or flash bracket.

#6510 minox electronic flash*, including genuine leather case, flash head and fan reflector (less battery) **82.50**

#6522 minox electronic flash a.c. power supply **4.95**

#6522 minox high efficiency color reflector **2.50**

#6523 eveready #491 electronic flash battery **7.95**

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by

KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



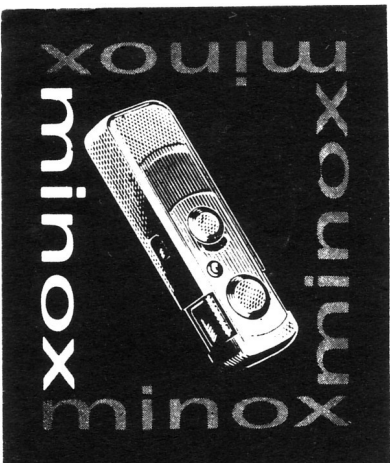
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the minox memo

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the minox memo

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 1 number 3

SPRING/1957

Meet Your Colleagues

Merchandising and sales people have a unique desire in wanting to know who buys the product they sell. Because lovers of the Minox camera belong to a cult of their own, we thought that a recent survey in regard to the Minox camera might interest the readers of the Minox Memo. 2,000 questionnaires were sent out to 2,000 recent purchasers of the Minox camera and Minox Electronic Flash.

1282 new owners filled out and returned the questionnaires.

As you may have guessed, the biggest group falls under executive classifications. M. D.'s and surgeons made up the single greatest profession. Note, too, the high percentage of engineers. This may well point up the fact that highly skilled professional people not only respect the size of the camera, but are amazed by its precision engineering and utility in their occupations.

MINOX CAMERA SURVEY

OCCUPATIONS OF MINOX OWNERS

I Executive			Broker, Finance,		
Executive	100		Investments	33	
President	32		Real Estate	30	
Vice President	26		Sales Manager	29	
Chairman of the Board	3		Insurance	28	
	161		Banking	19	
			Oil & Gas	17	
			Buyer	8	
			Hotel Manager	5	
II Other Executive Classifications					
Manufacturer	45			214	

(Please turn to page 9)



Mr. John P. John, world famous fashion originator "Mr. John", uses his tiny Minox Camera to keep a record of the new hat silhouettes from his exciting Renoir-inspired fashion collection.

ENTRIES POURING IN FOR FIRST ANNUAL MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, tells the Editor that many wonderful Minox prints are being entered in the Minox Photo Contest. Because there are so many new Minox users who have received Minox cameras for Christmas of 1956, we feel that it is only fair to repeat the entire story of this most exciting and unusual ultra-miniature photo contest.

All entries must be in by July 31, 1957, so there is plenty of time for you to look through your Minox shots and select those you wish to enter. Here again, then, is the story plus the rules and the awards.

(Please turn to page 6)

How To Hold Your MINOX

The inexperienced Minox owner is likely to lose more pictures through incorrect holding of the camera than through any other single cause! Time and again, when examining Minox negatives, one observes that part or even the whole image has been obscured by a finger placed in front of the lens, or by the brim of a hat covering part of the camera front.

The absolute rule in holding the Minox is: keep the front of the camera clear. **DO NOT COVER THE LENS.**

For horizontal photographs hold the camera with both hands. The thumbs of both the right and the left hand support the camera from underneath, the index finger of the left hand is placed over the release button, while the remaining fingers of the left hand are folded in towards the palm of the hand. The four fingers of the right hand hold the top of the camera. If they are allowed to wander away from the top, there is a very good chance that one of them may obstruct the lens.

For vertical photographs use the same hand position, only with the camera turned upright. Practice holding the camera in front of a mirror, which will soon reveal to you if and when you are obstructing the lens.

It is obvious that the camera should be held as steady as possible, as the slightest motion can become visible upon enlarging.

A particularly steady hold of the camera is necessary when working with speeds of 1/20 second and slower.

To reduce shake, steady the camera against your face and stand with your legs apart. The shutter release of the Minox is exception-



ally smooth. Only a gentle squeeze of the release button is necessary.

For slow exposures, rest your elbows, or lean your body against some support in order to minimize shake. In this way, 1/10 second and, with a very steady hand, even 1/5 second can be exposed without camera shake.

Use of a tripod is necessary when taking time exposures, and is also recommended for speeds from 1/10 to 1/2 second.

HOW TO SHOOT ACTION

Fast action subjects such as sports or playing children call for high shutter speeds. Otherwise, the picture may be blurred. Under unfavourable light conditions when you must use slower speeds — fast motion can be stopped by applying these professional tricks.

It is easier to stop motion of a subject moving straight towards the camera or at an acute angle than it is to stop a moving subject taken at right angles to the camera.

In many sports and other activities, the movements include a "dead" point with the subject stationary for an instant when reversing its direction of motion. Watch out for this: for example, a swing at its highest point before it swings back, or a tennis player during serving when the ball is at the peak of the toss. Even 1/20 of a second will stop such a movement, if the shutter is released at the right moment!

For sharp pictures of fast movement of races — car, speedboat, skiing — use this trick: keep the car, boat, etc., in the viewfinder, follow its movement, releasing the shutter while moving the camera when the subject is nicely in the center of the finder. The background will be blurred — enhancing the impression of fast movement — but the subject, needless to say, will stay sharp even with exposures of 1/50 second.

PHOTO SERIES

Action sequences in rapid succession are quite easy to take while holding the Minox at eye-level. After each shot, close and open the camera with the right hand . . . then release with the left index finger. Two exposures a second can be made in this way to show changing expressions on a child's face or arrest the various stages of objects in motion.

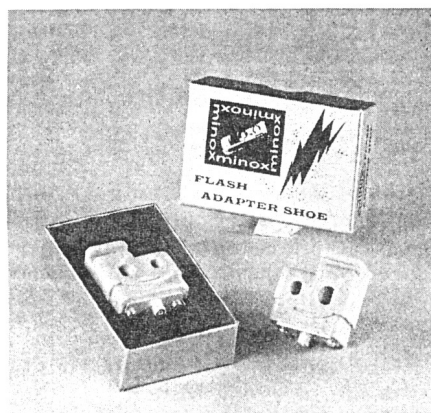
LETTERS RECEIVED

dear minnie,

i certainly congratulate you on the speed and excellence with which you developed my 75 rolls of minnie-film. herewith is check for same. i know now why the telescopic views are no good — i forgot to remove the eyepiece of the binoculars before i put on the binocular clamp. i knew better and, had i done so, most of these telescopic views—in color—would have been good.

Rev. Weston H. Gillett
162 Hickory Street
San Francisco 2, California

Editor's Note: 75 rolls of Minox film during the Reverend's trip to Europe seems to be a record for Minox Processing Laboratories. We'd like to hear from any Minox user who can beat this record.



MINOX ELECTRONIC AND B-C FLASH ADAPTER READY

The long-awaited adapter which will fit the Minox Electronic and B-C flash units to other cameras is available.

The foot of the adapter fits accessory shoes of most miniature cameras.

The adapter is also provided with a standard thread so that it can be attached to the retaining screw supplied with most flash brackets available for all types of cameras.

The MINOX FLASH ADAPTER is inserted into the flash head of Minox guns in the same manner as the Minox camera; it is locked in by the locking disks of the flash gun. The light gray finish of the adapter matches the satin chrome finish of other Minox equipment.

The Adapter has polarized contacts so that it can be used with the Minox Electronic Flash unit as well as the B/C unit; therefore, a polarized connecting cord must be used to connect the adapter to the flash nipple of the camera or shutter. (Such cords, made by Heiland and others, are stocked by most camera dealers selling flash equipment).

The No. 6591 Flash Adapter Shoe for Minox Flash Guns retails at \$6.95.

the day I became MINNIE

It's not easy to become a Minox camera. And after you've finally made the grade, you don't know where you'll end up. Maybe Brazil? India? Switzerland? The United States? But here's my story.

There are two crucial moments in the life of every Minox . . . the final examinations you must pass at the Minox Testing Laboratory in Wetzlar and the master's degree you must earn when the camera dealer sells you to your owner.

I would never have gotten my master's degree if I hadn't passed my Minox Testing Laboratory examinations. This is what happened.

After hours of having more than 200 parts gradually built into my insides, and after repeated inspections, measurements and detail tests, I found myself lying on a velvet-lined tray in a large, quiet, air-conditioned room. Several laboratory technicians in white smocks were busily engaged testing other Minox cameras.

While waiting my turn, my lens whispered to me, "Don't get nervous . . . I'll help you . . . I've passed my tests for sharpness and color correction. They made it plenty tough for me, too. Each of the four individual lenses that I'm made of had to undergo the most gruelling tests for all kinds of optical qualities. They were all coated to improve light transmission. Then, they were all aligned together in a mount and were projected to a test pattern of fine lines, dots and stars. Although our original was only 8 x 11mm, they projected us to a whopping 4 x 6 feet. But after all the manufacturing operations we had gone through, every line and



every dot, from corner to corner, was razor-sharp."

"If I had muffed that test," said the lens, "I would never have gotten to be a part of you . . . so, keep calm, . . . you'll pass!"

My lens was just trying to help me over my nervousness. Sure, maybe he was okay, but how about me and my other 200 parts?

Just then, one of the technicians picked me up and checked my serial number against the Permanent Record Card that had been with me from the day I was conceived. It had every inspection noted and countersigned by inspectors all along the line.

This is it! They loaded me with film, attached me to a stand, and started taking pictures of test charts at various distances. My number was put on each chart so they would be sure I took these pictures. My film was removed and developed while other technicians gave me shutter tests with electronic measuring devices.

Meanwhile, my shutter cheered me up, "Remember when I gave you 1/1000 second? You got exactly what you asked for. The other day, I saw those Minox technicians do an exhaustion test. They took a random sample from a batch of shutters and tensioned it and released it until it went to pieces. That shutter was a real tough boy. He didn't give up until the counter hit 123,814. That's the equivalent of

2,476 rolls of Minox film. Can you figure how many years of picture-taking that would amount to?"

I didn't have time to figure that one out because my BIG MOMENT had arrived! They were looking at my films under a microscope! The technicians signed my card "OK" and I HAD BECOME A MINOX!

Soon, I arrived at a cheerful and bright camera store along with other Minox cameras, exposure meters, and accessories. I waited. Then, one Saturday, I was taken out of the showcase and placed on a pad. Looking at me with dubious glances was my future boss. I had a feeling he didn't take me seriously. Young executive! Headed for success! Had seen me advertised! His Big Boss had one! Decided to give me a whirl.

The salesman got me right up to his eye . . . told him all about me . . . mentioned how Minox cameras sold like Cadillacs during Christmas.

I saw some green stuff (MONEY!) passed from the young man to the salesman. I was on my way.

We were hardly out of the store when my new boss took me out and pointed me at some friends he met. The shutter clicked, but he wouldn't get a picture. I tried to scream, "Take your finger out of the way" . . . but he couldn't hear.

He held me wrong most of the time! He forgot to set my distance for a close-up of a little girl that was playing in a sand-box. And, that evening, when the sun was setting, he was still using the same shutter speed that the salesman had set at high noon.

If he would only read the Minox Owners Manual carefully!

When his first roll was finished he tried to take out the cartridge while the film gate was closed. I cried out in agony!

What do you suppose happened on Monday? He took me back to the camera store and told the salesman, "This darned thing is defective. Film won't come out." The salesman showed him how . . . and a new film cassette went in right away.

When his processed film and prints (he got but eight) arrived at his office, my boss was in a meeting. I gasped as he opened the envelope and bragged, "Wait 'til I show you the amazing pictures I took with my Minox."

Zowie . . . it hit! "I knew this darned thing (meaning ME) was defective. Blanks! Fuzzy pictures! No good! I'll get a refund!"

It was then that my boss' Big Boss leaned across the desk and said, "You don't have to go back for a refund! Look!" And with these words the Big Boss took a batch of really swell Minox pictures out of his desk drawer and spread them out. "Look at these pictures. I wouldn't lug an ordinary camera. Maybe you ought to read the Minox instruction book a couple of times before you shoot another roll of film."

My little boss blushed! He gave me a quiet pat. I was in his pocket.

That evening after dinner, he took me out. With the Minox Owners Manual in one hand and me in the other, he stood in front of a mirror to check his camera hold. We really got acquainted on all my fantastic features. I began to feel proud of him.

After seeing his latest batch of pictures, he's really grown fond of me. How do I know? Well, confidentially, when he talks about me, he straightens out, smiles, takes me out of his pocket and says, "MEET MINNIE!"

Minox Photo Contest (Continued from page 1)**TWENTY PRIZES!****TWO DIVISIONS —
TEN AWARDS IN EACH**

Because the Minox is widely used both for business photography and pleasure snapshots, two contest divisions are provided offering ten duplicate awards for both classifications. Portraits, travel shots, family, animal, adventure shots, etc. should be entered in the "Pleasure" division.

Commercial, industrial or business photographs should be entered in the "Business" division.

THREE JUDGES

Your entries will be scrutinized and selected by these famous photography experts —

1. Ed Hannigan, Editor,
U. S. Camera Magazine.
2. Jacob Deschin, Photographic
Editor, The New York Times.
3. Kurt Luhn, Vice President,
Kling Photo Corporation.

Minox photographs snapped between Aug. 1st, 1956 and July 31, 1957, are eligible for entry — so be alert for your possible winner.

TWIN TROPHIES will be awarded the two top winners of the First Annual Minox Photo Contest. Holding aloft a life-sized, gold-metal Minox symbol, one handsome trophy and a Minox Electronic Flash will go to the 1st place winner of the "Pleasure" division—duplicate prizes will be awarded the 1st place "Business" division winner.

1ST PRIZE—Inscribed Minox Trophy with gold metal Minox camera symbol PLUS Minox Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

2ND PRIZE — Minox Slide Projector for black and white or color. Projects Minox transparencies to

2' x 3' at a mere 6'. Leather carrying case included.

3RD, 4TH and 5TH PRIZES — Minox Exposure Meter. Satin Chrome finish meter with measuring safety chain and leather case.

6TH, 7TH, 8TH, 9TH and 10TH PRIZES—Minox Right-Angle Finder Mirror. Permits around-the-corner picture taking.

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 - a. Classification of entry—either "Pleasure" or "Business".
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5. Enter one or both classifications of contest.
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9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories and members of their families are not eligible.

A PHOTOGRAPHER'S MOST CHERISHED SCIENCE FICTION-TYPE DREAM

I've been dabbling in photography for the past ten years, have owned a number of cameras, and have had occasion to use practically every type on the market. I've taken pictures for fun—and for money.

But in all this time, I've never seen an instrument as unique as the Minox. Naturally, as in all photographic gear, the camera has its limitations. But overall, the Minox has exceeded my wildest expectations, and the first batch of prints I received made many friends literally eat their words.

My main reason for purchasing the Minox was its size. In instances too numerous to mention, I've found a photographic situation sans camera, or when the all seeing eye was buried too far in my gadget bag for immediate accessibility. So, to expel myself voluntarily from the not too exclusive "If I Only Had a Camera With Me!" fraternity, I decided on a Minox.

In the enclosed questionnaire you asked what you could do better for Minox owners. The only thing I can think of is to dream up a method of rebuilding all the Minoxes the same size with f.0½ lens, shutter speeds to a millionth of a second, built-in wide-angle and telephoto lenses, add eighteen built-in filters, built-in strobe with power pack, the ability to shoot color and black and white simultaneously, a negative size of 4 x 5, then add a dry martini dispenser which could be used between pictures. On second thought maybe you'd better not. To do so would destroy the photographer's most cherished science fiction-type dream, and rob us of a most fascinating topic of discussion.

Don McKeehen, Spokane, Wash.
TV Announcer — Newscaster

WE MUST WALK BEFORE WE RUN

We have often dreaded opening our morning mail here at Minox Processing Laboratories. Although we had been doing everything we could to improve the service and quality of our laboratories, sometimes things got out of hand.

If our quality slipped, our customers took the time to write us letters of complaint. Even though more letters of a complimentary nature were received, we tended to put these aside. Any letters of complaint really set our teeth on edge.

Today, we feel we have conquered our manifold problems and we wish to thank you for your courtesies and for your understanding, because, you, too, have realized that one must walk before one could run.

It was only three years ago that we founded Minox Processing Laboratories in the United States. We had but three employees. We had no return mailing bag system, no IBM equipment, no billing machines and very few customers. We worked hard. Today, Minox Processing Laboratories has 51 employees devoted to but one job—to give all Minox camera owners the service and quality that they so richly deserve.

As you may have noticed, our speed has increased to where film is processed and prints are shipped within three or four days after being received at our laboratories. This is a decided improvement over the sad ten day—two week service that was so discouraging to you during our period of trial and tribulation.

We pledge to you that we will continue to do our best to hasten the return of your prints . . . but, one-day service can never be.

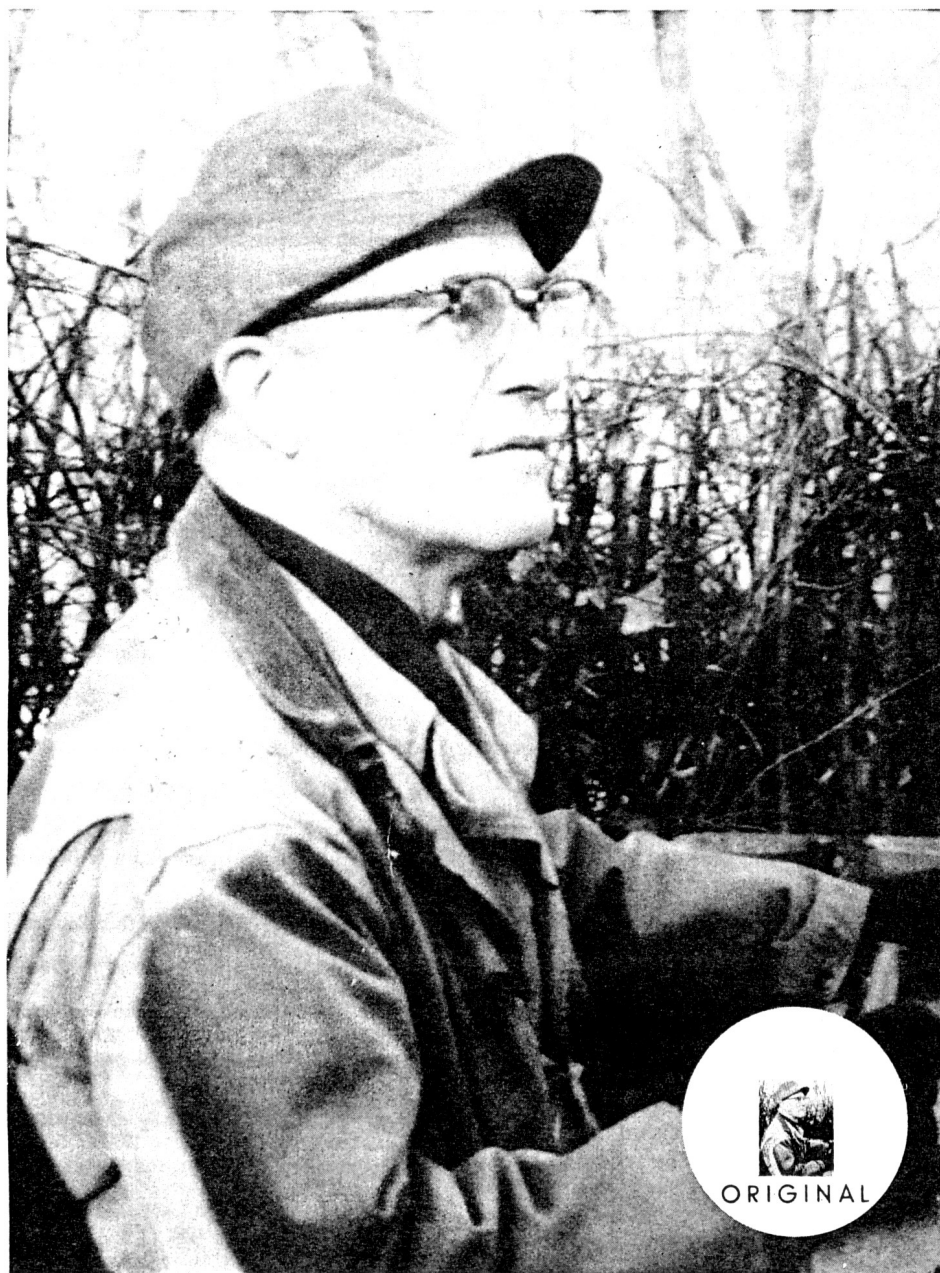
Standard Minox prints are approximately three by four inches which is the equivalent of enlarging a 35mm negative up to a whopping 11 x 14 inches. You will agree that this is a tremendous enlargement. So, each Minox negative must be treated with special care. We cannot, in the best interest of our customers, sacrifice quality to gain mere speed.

Yours,

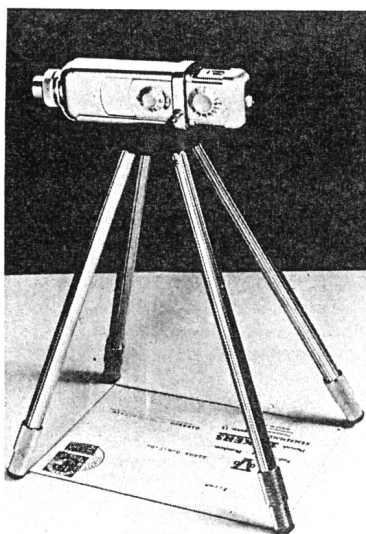
Don O. Thayer

Don O. Thayer

picture of the season



"I am the proud owner of a Minox and have made hundreds of pictures, but the one enclosed is my best . . . the subject is Mr. R. E. Meinert, Vice President of the Lion Oil Company, a division of Monsanto Chemical Company, El Dorado, Arkansas. This picture was taken at eight o'clock in the morning in a duck blind at Stuttgart, Arkansas. People find it hard to believe that it was made with a Minox camera." Robert L. Aycock, Vice-President, Pan-Am Southern Corp. New Orleans, La.



MINOX GOES TO COLLEGE WITH FOLDING COPY STAND

The Minox Adjustable Copying Stand, priced at \$29.50, for copying and close-up photography within ranges of 8 to 18 inches, is now available at all Minox Dealers.

This extremely useful accessory consists of a camera clamp with cable release socket and four adjustable 3-section legs which support the Minox above the material to be copied.

Extension legs are notched for quick setting to 8, 10, 12 and 18 inches, corresponding to the distance settings on the Minox camera. Intermediate distances can also be set.

Since the Minox camera can be focused as close as 8 inches without special lenses or attachments, the copy stand is of special interest to college students, lawyers, doctors, accountants, researchers and businessmen who are interested in copying books, documents, maps, charts, etc. Special Minox ASA 5 Micro-grain Copy Film is available for this purpose.

Minox Colleagues

(Continued from page 1)

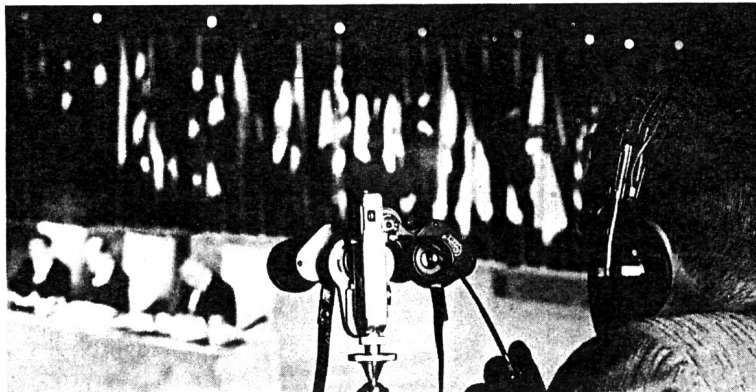
III Professional		VII White Collar Workers	
Doctor	110*	Office Manager,	
Lawyer	47	Supervisor &	
Advertising, TV,		Administration	18
Public Relations	36	Employees	14
Accountant	19	Secretary	9
Architect	12	Government Employee	8
Newspaper & Magazine		Clerk	4
Publishers	9	Draftsman	4
Pharmacist	7	Purchasing Agents	2
Veterinarian	6		59
Designer	5		
Dentist	4		
Optician	2		
	257		
(*M.D.'s and surgeons only)		VIII Tradesmen	
IV Engineers & Scientists		Machinist	9
Engineer	88	Tradesman	8
Research Consultants		Transportation	6
and Analyst	14	Technician	4
Chemist	9	Electrician	3
Physicist	5	Printing	3
Geologist	3	Production Manager	2
	119	Carpenter	2
		Laborer	2
		Stagehand	2
		Red Cap Porter	1
		Sausage Stuffer	1
			43
V Merchants or Own Their Own Business		IX Miscellaneous	
Own business and		Housewife	55
Retailer	53	Unclassified	37
Builders and Building		Student	31
Materials	16	Retired	23
Contractor	13	Police & Detective	17
Self Employed	8	Airline & Pilots	15
Travel Agent	6	Armed Forces	15
Wholesaler	6	Photographer	10
Export & Import	4	Actor or Musician	8
Restaurant	4	Grower or Farmer	8
Jeweler	4	Clergy	6
Hatchery & Feed	3	Camera Store Employees	
Funeral Director	2	or Owners	6
Amusement Park	1	Teacher	5
	120	Rancher	4
		Writer	4
		Nurse	2
VI Sales and Sales Representatives		Colonel, German Army	1
Salesman	36	City Manager	1
Jobber & Mfg. Rep.	16	International Spy	1
	52	Fish Auctioneer	1
		Stewardess	1
		Camera Critic	1
		Congressman	1
			253

We want to take this opportunity on behalf of Kling Photo Corporation, to thank all of our readers who helped us by answering the Minox survey.

BRIGHT SAYINGS FROM MINOX READERS

Minox is a camera that one puts on when dressing in the morning and takes off when undressing at night.

PROFESSIONAL USES OF THE MINOX



V. M. Hanks, Jr., famous San Francisco press photographer, uses his Minox camera and binocular clamp to silently cover the United Nations meetings.



Mr. Eric Sheldon, Sales Manager, Kling Photo Corporation, New York, and Mr. Don Thayer, president of Minox Processing Laboratories, discuss the hotel public relations merits of the Minox with two of San Francisco's leading hotelmen, Dan E. London, managing director of the St. Francis Hotel, and Mr. Karl C. Weber, president and general manager of the Whitcomb Hotel, during the recent photography show. Both London and Weber are camera enthusiasts and Minox owners.

1



2



"I have just returned from Bregenz, Austria, where I have started a new type of packaging for our Austrian Principals.

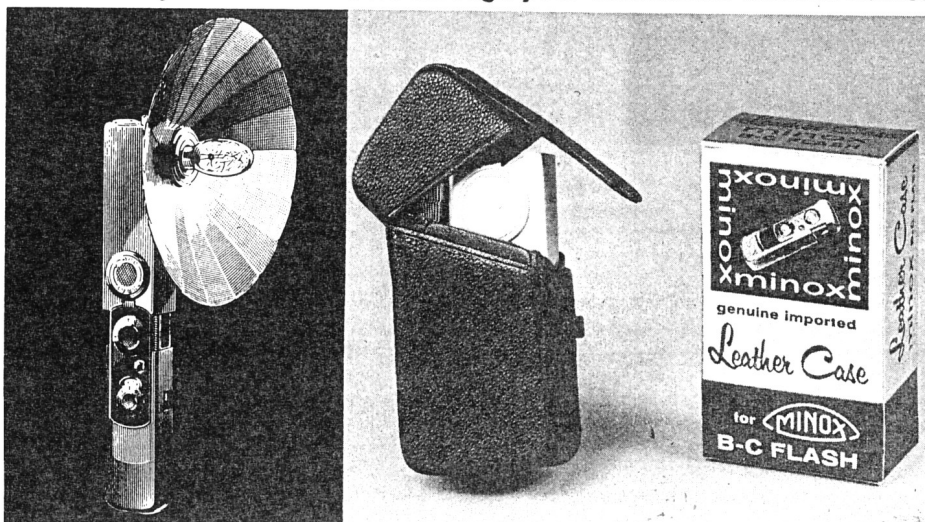
In connection with this work, I have found very important uses for my Minox as follows:

1. The original artwork sketches had to be airmailed to Austria from here. Minox color photocopies were made in case of loss in the airmail, and also so that our Sales and other Departments were kept abreast of the progress.
2. After the first Cryovac shipment (new type of packing) arrived in the U.S.A., we had to show the packing plant just what was right and what was incorrect with some of the products. Minox photos were sent, numbered and marked with explanatory notes."

Henry Greenebaum
M. H. GREENEBAUM, INC.

NEW B-C FLASH! weighs but 3 oz.

All MINOX products available through your authorized MINOX dealer



The Minox B-C Flash is as tiny as the Minox Camera itself . . mighty in its light output. Precision made, it embodies the same principles that have made the Minox Camera universally renowned for candid and on-the-spot photography. It is compact and easy to operate . . permits flash exposures in rapid succession . . in just the few seconds it takes to change the bulb. With Minox accessory adaptor foot, it can be attached to any camera having standard accessory shoe or flash bracket.

- # 6541 Minox B-C Flash, including
folding fan reflector (without battery)..... **29.95**
- # 6542 Minox B-C Flash Mercury Battery..... **1.95**
- # 6403 Minox B-C Flash Leather Case..... **4.95**
- # 6522 Minox Efficiency Color Reflector..... **2.50**
- # 6591 Minox Flash Adaptor Shoe for other cameras..... **6.95**

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



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the minox memo

P. O. Box 94, Forest Hills 75, N. Y.



Form 3547 requested





Volume 1 number 4

SUMMER/1957

the minox memo

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

SUMMER

DO'S AND DON'TS

DO—load and unload your Minox in the shade. (Turn your back to the sun if there's no other way to get shade.)

DON'T—keep your Minox in the glove compartment of your car where it gets so hot that the film may suffer.

DO—clean the lens window and finder gently with a small cotton swab if necessary.

DON'T—over-expose; it increases the possibility of graininess in prints.

DO—use the Minox exposure meter.

DON'T—use high speed film in bright sunshine; it will always be over-exposed.

DO—use ASA 25 film for all your summer outdoor shooting; it gives you the finest prints with a minimum of graininess.

DON'T—be afraid to take lots of close-ups; they're usually very effective.

DO—take lots of pictures and have a wonderful time.



RANDOM HOUSE AUTHOR USES MINOX TO RESEARCH NEW NOVEL

Uses of the Minox are far and wide, and we receive reports daily from people in many, many occupations relating their interesting uses of the Minox not only for pleasure . . . but in their work.

The following is a report written by Jay Williams, author of the forthcoming novel, *THE WITCHES*, to be published by Random House on June 21, 1957.

"About the Minox. It is an interesting kind of story.

To begin with, my research is divided into several parts; the part that concerns the camera people is research in libraries and archives.

Now, in libraries, you have two choices: you can either do your research in the stacks (as in the New

(Continued on page 5 Col. 1)

WALTER GRAY INVENTS MINOX UNDERWATER HOUSING . . .



—Hollywood-by-the-Sea, Florida—
Design of a waterproof plastic housing for the Minox Camera has given underwater photography, latest craze among the aqua-lung set, its biggest boost to date.

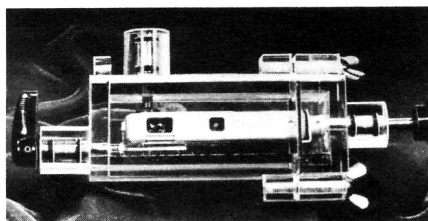
The housing, weighing less than one pound, is designed especially for the Minox and is the brainchild of Hollywood camera store operator Walter Gray. Gray designed, built, tested, improved and rebuilt the case six times before coming up with the finished product—a completely waterproof housing capable of working at any depth to which skindivers may descend.

The housing is designed in such a manner that a flash gun connection can be built in and speed and focus control can also be added.

Made from the finest highly polished plexiglass, the case is not designed to be mass produced but to equal the high standard of the precision-built Minox.

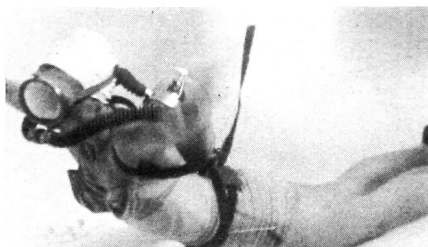
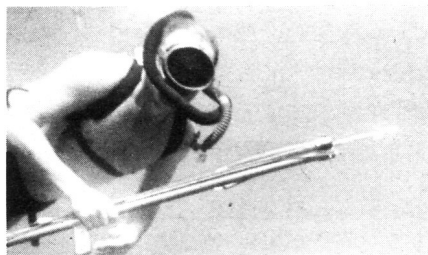
Now being tested by the Navy Department, Gray's invention could prove a boon to underwater demolition teams and salvage crews.

Gray is manufacturing the case and is setting up a national sales



and promotional organization for the device. Sales, too, have already begun with the original test case going to skin-diving enthusiast James Jones, author of "From Here to Eternity."

Price of the underwater housing for the camera is \$75.00 . . . underwater housing for the Minox meter is \$17.50. Both may be ordered direct from Walter Gray, 2005 Hollywood Blvd., Hollywood, Florida.



*Photos by Walter Gray
using Minox Underwater Housing*

TRY USING THOSE FILTERS!

Thanks to the superb quality of today's Minox films, you can always get fine snapshots—even if you never use a filter.

But, if much of your shooting is done on black-and-white film, you can often get superior results on sunny days by using a filter. Filters are built in, remember, so why not use them?

Generally speaking, a filter tends to make objects of its own color **lighter** in the final print, complementary colors **darker**.

The Minox has a green and an orange filter. The green filter makes greens and yellows—grass, foliage, blondes (!)—appear sunnier and brighter. It brings out the “blue” of the sky, does away with blank white skies and shows up any clouds beautifully. It darkens skin tones slightly so that a sun-tanned face will really have a tan in the print.

The green filter is fine for all scenic shots and for portraits against the sky. Since it absorbs light, you must double the exposure time. If the meter (or guide) indicates 1/1000 second for an unfiltered shot, set the Minox speed scale to 1/500 second.

The orange filter gives more dramatic effects. It makes a blue sky appear very dark—and clouds a contrasting white. It is useful for distant shots and pictures from a plane when there is a bluish haze; distance will appear clearer. It should, however, not be used for portraits since it “bleaches” skin tones and produces pale lips.

The orange filter requires 3 to 4 times normal exposure. If normal exposure is 1/1000 second, set speed scale to about 1/300 second, or midway between 1/200 and 1/500 second.

MINOX PHOTO CONTEST ENTRIES POURING IN

There is still time to enter the First Annual Minox Photo Contest. Twenty prizes will be awarded in two contest divisions. Portraits, travel shots, family, animal, adventure shots, etc. should be entered in the “Pleasure” division. Commercial, industrial or business photographs should be entered in the “Business” division.

Judging will be by these famous photography experts:

1. Ed Hannigan, Editor,
U. S. Camera Magazine.
2. Jacob Deschin, Photographic
Editor, The New York Times.
3. Kurt Luhn, Vice President,
Kling Photo Corporation.

All entries must be postmarked prior to midnight, July 31, 1957, and sent to Minox Processing Laboratories, P. O. Box 94, Forest Hills 75, N. Y., with the following information on the back:

- a. Classification of entry—either “Pleasure” or “Business.”
- b. Contestant's name, address, city.

For complete rules of the First Annual Minox Photo Contest and awards, just write to us and we'll send you all the details. There's still time to enter . . . and you can win!

Try some pictures with and without filters on your next roll of black-and-white film and see the difference. You will soon learn when to use a filter for finer results.

P.S. These filters should not be used with color film, of course!

MORE POWER FOR YOUR B/C FLASH

Here is exciting news for the many thousands who use the tiny Minox B/C flash unit.

The Powermite M2 and M2B (blue)—or similar—flash bulbs now on the market have been improved and give a greater light output than the original type.

Now you can use the fine-grain ASA 25 film with the new M2 lamps for all your flash shots. In rooms with light walls, you can shoot subjects 14-16 feet from the camera with the fan reflector; for 9-12 feet use a thickness of handkerchief over the reflector; for close-ups (6-8 feet) shoot the bulb without reflector.

For ASA 32 Daylight Color Film, use the improved M2B (blue) lamps at the following distances: thickness of handkerchief over fan reflector: 12-15 feet; without reflector: 8-10 feet.

Use shutter setting 1/20 second for all flash shots. If you have not seen the tiny Minox B/C Flash Unit which plugs right onto your Minox, ask your Minox Dealer to demonstrate it to you.

CAUTION ! ASA 200 FILM NOT FOR SUNNY DAYS!

ASA 200 Minox film is designed especially for indoor shots without flash, or for use outdoors under very poor light conditions. In bright daylight, or sunlight outdoors, it will produce greatly over-exposed films which will not yield satisfactory prints.

Use ASA 25 or ASA 50 film for all your sunny day shooting and get finest possible results!

ON CHANGING PARTLY-EXPOSED FILMS

With the extreme changes of lighting conditions due to summer sun, occasionally you may want to change a partly-exposed film. For example, you may want to take some color shots but find that you have black and white film in your Minox. Or, you may be using slow film and find that you have very poor light, which would necessitate using faster film.

Here's how to change partly exposed film:

1. "Push and pull" your camera once after you have taken your last exposure. This will waste one frame but your exposed film will have moved into the light-tight part of the cassette.
2. Remove the cassette as you would normally do when unloading.
3. Note the number shown on your film counter and write it down. Some people use a soft lead pencil and make the number on the back panel of the Minox. Of course, this does not harm the camera as it will easily erase.
4. Set exposure counter at red dot between 50 and 0.
5. Insert a fresh film cassette into the camera. The camera is now ready to be used with the new film.

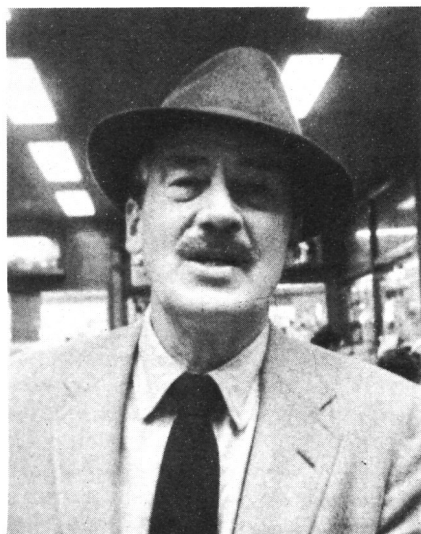
When the time comes to reload your partly-exposed film, set the film counter three numbers **lower** than the noted number. Load your cassette and advance the film three times. This takes up any slack in the cassette and makes your Minox ready for the next exposure.

SHOOTING STARS IN A DRUG STORE

*Celebrities willingly pose, a pharmacist discovers,
if the request is polite and the camera inconspicuous*



GLAMOROUS Tina Louise, starring in the hit Broadway musical, 'Li'l Abner.'



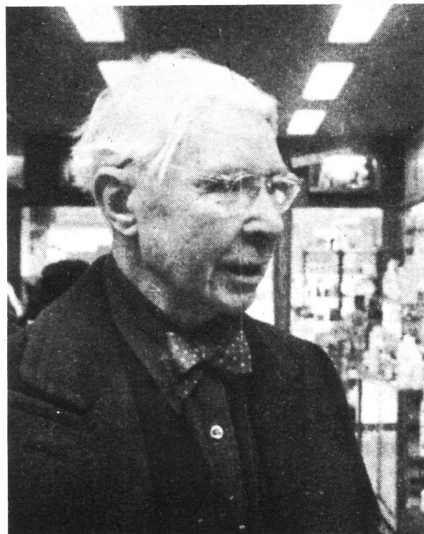
WALTER PIDGEON posed for six shots. Miles usually makes only three.

MANY PEOPLE collect autographs of the famous; pharmacist Henry Miles collects their portraits. Spotting a celebrity in his drug store on New York's Madison Avenue, he whips out a Minox which is always in his pocket and politely asks if he may snap a photo. None has ever refused.

Shortly after Miles got his Minox about a year ago, he tried his approach on actor Gene Lockhart and discovered that even a well-known personality is flattered by the request to pose for a picture. The inconspicuous size of the Minox makes it possible to take several exposures without attracting any embarrassing attention. He pre-focuses on the distance across the drug counter, shoots f/3.5 at 1/20 on 9mm Tri X, which gives him 3x5 blowups with good detail and unappreciable grain. "Stars are wonderfully gracious," says Miles, proving it with his album containing over 40 photographs of world's most famous.



SINGER Giselle MacKensie smiles; he tries for natural, unposed expression.



POET Carl Sandburg commented that it took Steichen longer to snap him.



MINOX owner J. Edgar Hoover asked about exposure, film, and development.

The above story and photographs have been reprinted from the May, 1957 issue of U. S. Camera Magazine. If you are not already a subscriber to U.S. Camera, we certainly recommend it as a fine photographic publication. The one-year subscription price is only \$3.50, and you can subscribe to the magazine by writing to:

U. S. Camera Publishing Corporation
9 East 40th Street
New York 16, N. Y.

THE MINOX FILM TO CHOOSE

As the Minox negative is extremely small, it is best to use slow speed films of fine grain. You must remember that the Minox Camera always works at the fixed aperture of f3.5, so that even with a slow film you use exposure times of 1/200 or shorter, which is ample to stop any action in your pictures. A slower speed film has greater acutance as compared with a faster one, which will almost regularly result in a sharper appearance of the picture.

EXPOSING COLOR FILM

With summer here, Minox owners will be out snapping away with Anscochrome 32 ASA color film, packaged by Minox. It is important

to ascertain the exposure time accurately with a photo-electric meter . . . preferably the Minox meter. Underexposed shots will produce dense results with colors distorted towards blue and mauve, while overexposed films are weak and pale with highlights devoid of color. Avoid great contrast such as deep shadows. Watch for strong color reflections, which, while being faithfully recorded, may produce displeasing results in the final picture.

Before shooting your Minox color film, do take a moment to check the exposure guide packaged with each cassette . . . or use a meter. It will pay off in finer color photography for you. Again, we repeat . . . check your Minox exposure guide or meter. It takes just a few seconds of your time.

PROFESSIONAL USES OF THE MINOX

PUBLIC RELATIONS PRESIDENT COVERS OSCAR AWARDS



Mike Todd points finger showing how he used his head to make a million dollars and acquire Elizabeth Taylor.



Last year's winner, Ernest Borgnine, glances speculatively around the room, probably wondering how he can get out.



Bobby-socks idol, Robert Wagner, being interviewed by the press.



Award winner Yul Brynner beams reflectively over his Oscar.

All the pictures on this page were taken in the midst of considerable bedlam in the press reception area underneath the rostrum of the Pantages Theatre immediately following this year's Academy Award presentations. The photographer is M. B. Rotman, President of Harshe-Rotman, Inc., public relations counsel to the Academy of Motion Picture Arts and Sciences. Harshe-Rotman, of course, is a national public relations firm that handles the publicity and public relations for the Academy as a year-round assignment, with the Oscar Awards being the high point of the year.

Mr. Rotman took these pictures with his Minox Camera, and electronic flash equipment which he

was using for the first time. He found the Minox ideal for taking these candid shots because of the following complications:

After a person is announced as an Award winner, the star is led down the stairs to meet a series of press, radio and television people; each group separated according to specialty and deadline. For instance, the star is first greeted by a barrage of newsreel cameras in one room; then a group of about 40 deadline photographers in the second room; next, a similar group of deadline reporters, each with his own telephone in hand; next, the magazine and feature writers; next, the tape recorders for local and foreign radio stations, etc.

ON FILM SPEED

The overall sensitivity of films to light is expressed in the various ASA ratings that you find on the Minox film boxes. It should be understood that although speed is a very obvious asset, it is also a quality which has to be paid for by possible disadvantages. To call the fastest Minox film the best for your specific purpose would be just as foolish as to select a 24" power mower to hastily trim a New York city lawn.

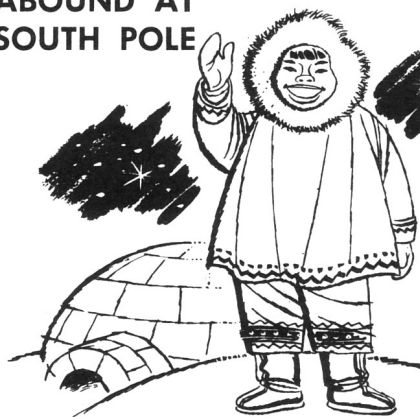
ON GRAIN

Silver grains themselves form the picture in the emulsion. To the naked eye they form a compact, dark mass, but under a magnifying glass or microscope the separate clumps of grains are visible. If the grain of the film is coarse, it will become visible when the negative is enlarged. The finer the grain, the more enlarging can be done without showing pronounced granular effects on your prints.

In view of the tremendous enlargements required from Minox negatives to give you large prints, fine grain is especially important, and, as a general rule, grain size is more or less in direct relation to the speed of the film. That is, the faster the film, the coarser the grain, and the slower the film, the finer the grain.

Proper development, of course, is important, and the grain can, to a certain extent, be influenced by development (fine grain development), correct exposure (overexposure increases grain), choice of paper when making enlargements, and careful enlarging techniques that will modify coarse grain shots.

MINOX CAMERAS ABOUND AT SOUTH POLE



Participants in the current "Operation Deepfreeze" returning from the Antarctic, report that among members of the expedition more Minoxes are used as personal cameras than any other kind.

Reasons for the popularity of the Minox: Easy operation, even with gloved hands, extreme compactness, perfect functioning even in severe cold.

You don't have to go to the South Pole to prove the advantages of the Minox, but it's good to know that it won't let you down come next winter's skiing!

BUTTON-BUTTON . . . (Twin Insurance)

We just met a most successful and enthusiastic Minox owner who always has two Minoxes with him—one for black-and-white, the other for color. He has assured permanent "anchorage" for both cameras in every pair of trousers he owns. How? His tailor has standing orders to sew a button just inside the right and left trouser pockets—a perfect hold for the leather tab at the end of the Minox chain!

(If you have just one Minox, use the other button for the meter chain.)

LETTERS RECEIVED IN THE MAIL



Enclosed is a flash unposed snap of Calypso performers taken in a night club in Jamaica. I used ASA 25 film, 1/20th of a second, with my Minox flash.

Dr. Edward Tolstoi
New York, N.Y.

The developed film I received is my first with my Minox Camera and leaves me both astounded and pleased with the results. The convenience in use is greatly appreciated and, no doubt, my other cameras will have a well earned rest hereafter.

C. F. Kuenhold
Silas Chapman & Co. Insurance
Hartford, Conn.

Thank you for your very excellent darkroom work on Minox films. The prints you make amaze everyone who sees them. And now, with the new Tri-X, we can hardly believe 1/20th to 1/100th second with average room lighting can make such good pictures as these just received. A large part of this success is due to your efforts.

Al Taylor
Al Taylor's Camera Shop
Palm Springs, Calif.

During the past year, I've carried my Minox Camera constantly in my visits to key department stores. These vital store contacts keep me abreast of all the new style trends and enable me to relay this important information back to our designers. As the largest maker of popular priced women's coats and suit fashions in America, it's extremely important to have this timely information so we can offer our 2000 customers the newest style silhouettes and latest fabrics, season after season.

I've found my Minox invaluable in closeups for details of collars, cuffs, and other style accents. The fast lens enables me to make my shots right in the departments and display windows. The fact that I can focus at eight inches helps considerably in the closeups.

Paul Scott
Director, Sales-Promotions
Betty Rose Coats and Suits
Kansas City, Mo.

**we've got
the world's
smallest, lightest, finest**

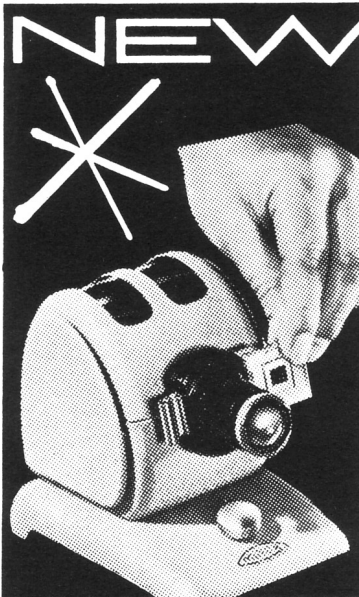


minox exposure meter

Light is tricky—don't guess!
Get better, brilliant pictures
always. Built-in optical viewer,
no computations, photo-electric
... direct reading. Gives val-
ues for any camera.

**Satin Chrome finish, with
leather case and Chrome Chain
\$2795**

**Gold plated meter and Chain
with genuine alligator leather
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**Supreme for minox and other
ultra-miniature slides. Its critically
corrected f/2.9 minostar lens,
shorter 35mm focal length and
high efficiency condenser system
project your minox transparencies
to a big 24" x 30" at a mere 8
feet . . . and all with sparkling
screen illumination.**

**A pert, practical, portable projec-
tor measuring but 8 x 6 x 3 1/2".
Complete with projection bulb,
slide carrier and genuine leather
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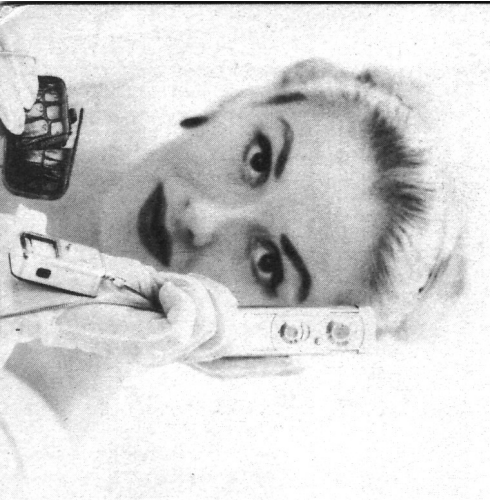
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The Perfect Summer Vacation Traveler



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MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 1 number 5

FALL/1957

JOE J. MARX . . . RAY JONES WIN DIVISION TROPHIES IN MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, has officially announced the selection of Joe J. Marx, Loveland, Ohio, and Ray Jones, Salt Lake City, Utah, as First Place award winners respectively in the Pleasure and Business Divisions in the recent Minox Photo Contest.

Covering every conceivable subject from portraits to accidents, this unique ultra-miniature photography competition drew thousands of outstanding photographs with excellent quality and thoughtful interpretation. The talent of 3572 Minox enthusiasts from Maine to California was on display as entries poured in from every state in the union, and the judges were delighted with the extremely high calibre of work that was represented.

Ed Hannigan, Editor of U. S. Camera Magazine; Jacob Deschin, Photographic Editor of the New York Times; and Kurt Luhn, Vice President of Kling Photo Corporation, faced the difficult task of narrowing their decision down to twenty award-winning entries. Here are the "Minoxers" who were chosen for top honors.

PLEASURE DIVISION

- 1st REST A BIT
Joe J. Marx, Loveland, Ohio
- 2nd POLITICS
John Henley Eversole,
Phoenix, Arizona
- 3rd STAINED GLASS
H. Kimball Benedict,
Caldwell, New Jersey
- 4th FRIENDLY CHAT
Mrs. Jean Williams,
Denver, Colorado
- 5th INFORMATION PLEASE
Darwin Curtis, Winnetka, Illinois
- 6th CAPITOL
Joseph S. Peacock,
Park Ridge, Illinois
- 7th WINTER LANDSCAPE
John K. Minasian,
Los Angeles, California
- 8th MARY A.
George Cavendish,
Media, Pennsylvania
- 9th BOTTLE
H. E. Drennan, Okemos, Michigan
- 10th ORIENTAL VIGNETTE
Capt. Virgil O. Hall,
U. S. Army Air Force, China

(Continued on page 2)

CONTEST

(Continued from page 1)

BUSINESS DIVISION

- 1st ILLEGAL GAMBLING
Ray Jones, Salt Lake City, Utah
- 2nd INSURANCE CLAIM PROOFS
Mrs. Marjorie Powell,
Willoughby, Ohio
- 3rd LATENT FINGERPRINT
Henry Schlesinger,
New York, New York
- 4th WINDOW DISPLAYS
Miss Kathea Jacobson,
Baltimore, Maryland
- 5th TV SALES PRESENTATION
Philip G. Lasky,
San Francisco, California
- 6th CONSTRUCTION DETAILS
Richard M. Lederer, Jr.,
Hillburn, New York
- 7th PLANE MODEL
Art Napoletano, Jr.,
San Francisco, California
- 8th ORTHODONTIA
Dr. Milo M. Stucky,
San Diego, California
- 9th OPERATION
Dr. J. Henry Hinchcliffe,
Philadelphia, Pennsylvania
- 10th ELECTROCARDIOGRAPHY
Dr. B. L. Jones,
Severna Park, Maryland

Two additional entries which were not selected for one of the first ten prizes showed so much ingenuity in manner of presentation and covered such a variety of interesting subject matter that the judges created a special Honorable Mention category in recognition of this work.

HONORABLE MENTION

EUROPEAN TRAVEL PORTFOLIO

A. W. Schara, College Park,
Maryland

SKETCH PAD

Bill C. Head, Plymouth, Indiana

Because we feel a discussion of these award-winning entries can be of real value to other Minox owners, this and subsequent Minox Memos will contain photographic reproductions and pertinent information on choice of subject matter.

JOE MARX . . . VACATIONING HOBBYIST FINDS PRIZE MATERIAL IN FLORIDA

Prize picture material is occasionally a matter of luck, but, more often, it is a matter of recognizing its existence. When Joe J. Marx started out in search of interesting subject matter while on a Florida vacation, his main objective was to take a photograph that he could place in his local camera club weekly competition. Mr. Marx describes the circumstances surrounding his prize-winning entry so well that we will quote from his letter directly.

"Last February as in the two preceding Februaries I saw this bronze sunburned man whom I will call Raul spearing Florida crawfish in the shallows where the surf washes kelp into the warm crawfish water.

"The sun was getting low as I was returning from a visit to watch (and photograph) the coming in of the shrimp fleet. With Minox color in one trouser pocket, Minox black and white in the other, the Minox light meter in my shirt pocket and my big expensive but awkward (for me) camera over my shoulder I had covered the waterfront.



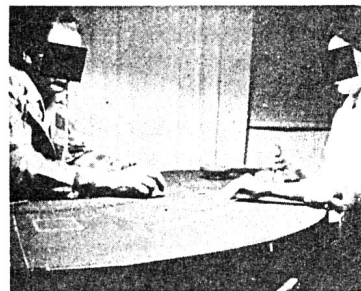
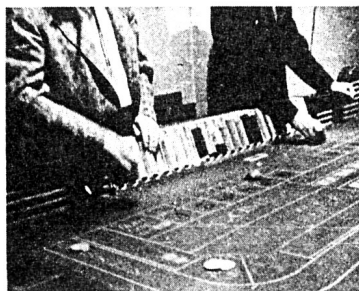
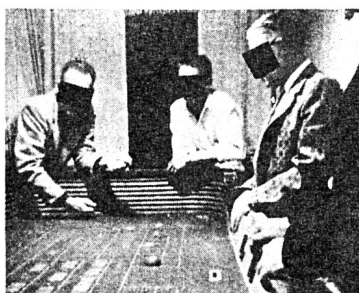
First Prize in the Pleasure Division, "Rest A Bit"
by Joe J. Marx, Loveland, Ohio.

"As I headed back toward our motel I felt that I hadn't gotten a picture that I could proudly show later to my artistic and critical wife.

"Then, as I looked over the seawall into the shallows there were the mullet fishermen with their nets . . . just after I Minoxed one of the mullet fishermen and his net I began to sense drama. One man shouted something in what sounded to me like Cuban dialect. Raul had his catch of crawfish in his gunny-sack next to his bicycle, but in his hands he had some mullet which I presume he had somehow caught.

"As the mullet fishermen brought their boat up to the seawall, Raul in anger, I thought, threw an armful of mullet in the direction of their boat. Had he been fishing on their private grounds? Did they offer him such a low price for the few fish that he was able to catch with his pole and fork that he vented displeasure in this manner?

(Continued on page 4)



First Prize in the Business Division, "Illegal Gambling" by Ray Jones, Salt Lake City, Utah.

CONTEST

(Continued from page 3)

"I don't know, but I do know that there, sitting on the seawall with his burlap bag partly filled with his day's catch of Florida lobster was a tired, angry man needing to 'rest a bit.'"

"He brightened up when I said casually, 'Looks like the sun's going down early this evening.' That's when I caught Raul with my black and white Minox—sun wrinkled, bronzed face, strong gnarled hands, salt water scuffed brogans and all."

MINOX LEADS THE WAY FOR RAY JONES' STATEWIDE GAMBLING EXPOSE

A dramatic story of nationwide importance was brought to light in Salt Lake City . . . thanks to Ray G. Jones, photographer of the Deseret News, and his Minox camera. Rarely has the Minox served so important a function as it did in September of 1956 when Mr. Jones proved the Minox can work where other cameras fail!

Several weeks previously, a Wyoming newspaper editor had been "roughed up" and his film confiscated and burned when he attempted to take pictures of wide open illegal gambling activity at Jackson, Wyoming. The editor's story was subsequently suppressed and he himself was dismissed by the paper's owners, two Wyoming oil men.

Upon hearing of this incident, Governor Milward Simpson ordered a thorough investigation of illegal gambling and illegal liquor sales in Jackson. Sheriff Olin Emery assured the governor that gambling had been ordered stopped . . . and gambling establishments immedi-

ately went undercover although it was common knowledge that they still flourished.

By September 1, 1956, the situation had become so serious that Governor Simpson threatened to call out the Wyoming National Guard to enforce the law in Jackson. Shortly thereafter Theron C. Liddle, Managing Editor of the Salt Lake City Deseret News, Regional Editor John McCormick, and Mr. Jones, the newspaper's official photographer, drove to Jackson in an attempt to get the pictures which the Wyoming editor had lost.

The newspapermen gained easy access to a local gambling emporium, and for over an hour while his companions distracted the operators, Mr. Jones took his award-winning photograph, along with many others, without being detected.

When Ray Jones' pictures were published in the Deseret News and released to leading Wyoming papers, their impact was so great that the following results were obtained:

1. Governor Simpson requested the institution of impeachment proceedings against the Sheriff of Teton County. As a result, Sheriff Emery resigned October 9, 1956.
2. The Wyoming Attorney General launched legal proceedings against the liquor licenses of four Jackson taverns, forcing them to close their doors.
3. The Wyoming oil men were forced to relinquish control of their newspaper for obstructing freedom of the press.
4. The Wyoming legislature refused to allow legalized gambling in Jackson when it killed



(At left) Second Prize in the Pleasure Division, "Politics" by John Henley Eversole, Phoenix, Arizona.

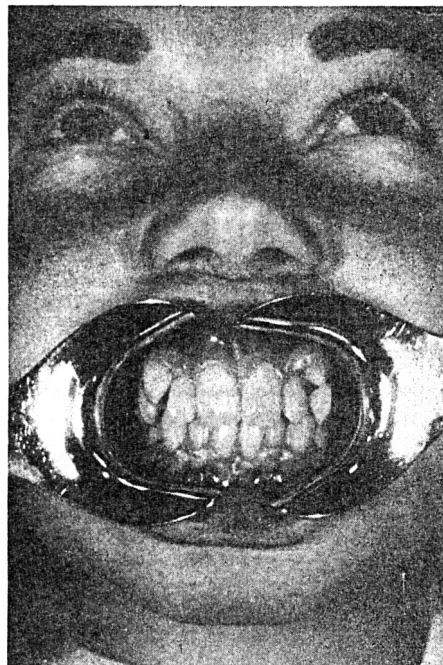
(Below) Eighth Prize in the Business Division, "Orthodontia" by Dr. Milo M. Stucky, San Diego, California.

a bill designed to permit gambling on a local option basis.

Mr. Jones' picture story is one of the most startling examples of use of the Minox camera. We salute Ray Jones and the editors of the Deseret News for their courage in this undertaking.

Political Convention Offers John Henley Eversole Rare Photographic Opportunity

Another photograph of great general interest is John Henley Eversole's "Politics." In the spring of 1956, Mr. Eversole was named chairman of the Arizona delegation to the Republican National Convention in San Francisco. Being an amateur photographer, Mr. Eversole planned a personal photographic coverage of the convention, realizing that such an opportunity usually presents itself only once in a lifetime. Requiring a convenient, inconspicuous camera, he bought a Minox, and shot between two and three hundred pictures during the convention, usually without the subject's knowledge. Mr. Eversole's Second Prize photograph was culled from this group, shot inside the Cow Palace without benefit of flash at 1/50 of a second, using ASA 100 film.



DR. MILO M. STUCKY... CALIFORNIA ORTHODONTIST PIONEERS USE OF MINOX

A progressive orthodontist in San Diego, Dr. Milo M. Stucky, Eighth Prize winner in the Business Division, not only considers his Minox a vital part of his equipment, but is

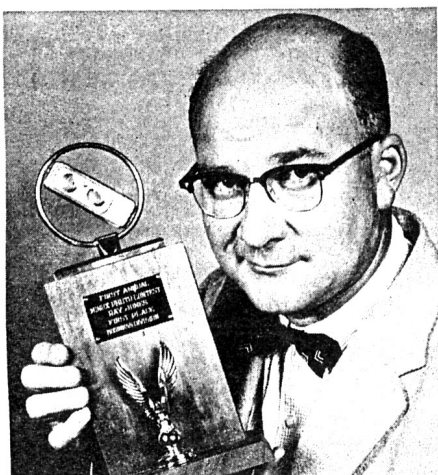
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CONTEST

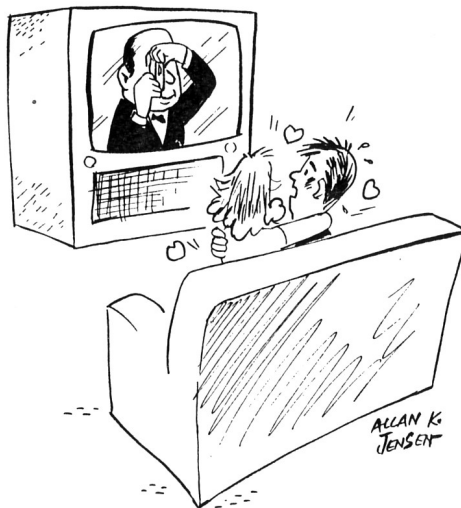
(Continued from page 5)

pioneering its use to other orthodontists. A prime requisite in orthodontic treatment is a photographic record of progressive treatment procedures and results. Dr. Stucky employs his Minox for this purpose, and at present is working on a fixed focus frame, divided into squares, by which uniform progressive photographs can be made to actually measure orthodontic and growth changes before, during and after treatment. Although he has owned a Minox for only a few months, Dr. Stucky has become such an eloquent booster of the camera that he has convinced three of his colleagues to change their photographic recording devices to a Minox.

The editors join Mr. Don Thayer in expressing our sincere appreciation to all of you who helped make the First Annual Minox Photo Contest an outstanding success. We hope this and subsequent articles will provide food for thought and perhaps give you an insight into methods of broadening your own photographic horizons.



Ray Jones proudly displays his First Place Trophy.



"I know it's impossible, but they can do almost anything with those Minox cameras!"

MINNEAPOLIS MINOX'ERS FORM MINOX CLUB . . . HOLD FIRST SESSIONS

Once a month at 12:00 Noon, the new Minox Camera Club of Minneapolis meets and is presided over by Mr. Clarence Hill, President. From their first notice and agenda, we would like to give you some of their aims.

"The purpose of the club is to learn more about sub-miniature photography . . . how to use your Minox to the best advantage . . . how to use attachments and accessories . . . with pertinent information on film speeds, color, copy work, time exposures, use of filters, etc."

Off to a flying start, the Minneapolis Club had two guest speakers

at their first luncheon meeting, Mr. Warner Clapp, Photographic Department, University of Minnesota, and Mr. Turget Ucer, International Student at the University of Minnesota, Minox Camera Expert.

For any Minneapolis Minox owners who might like to get in touch with this group, or others who want ideas on how to start their own local chapter, contact Mr. H. L. Craddick, Secretary, 800 Northwestern Bank Building, Minneapolis, Minnesota.

SUGGESTED SUBJECTS

1. Black & White ASA 25
Distance
Use of orange and green filters
Telephoto — binoculars
2. Black & White Tri-X—ASA 200
Right-angle finder mirror
3. Black & White ASA 25—Flash
4. Black & White ASA 25
Close-ups
5. Black & White Tripod —
Copy Work
Self-portraits
Time exposures

116-PAGE MINOX GUIDE JUST OFF THE PRESS



The new Minox Guide is a comprehensive 116-page handbook that tells the Minox owner everything there is to know about the workings of his camera . . . and answers almost every conceivable problem he might encounter.

Richly illustrated with detailed, easy-to-follow instructions for using the Minox and all its accessories, this informative new book is required reading for every Minox owner. The Minox Guide contains diagrams, tables and examples of outstanding Minox pictures, and will remain an invaluable aid for more perfect picture taking. Selling at \$1.95, it is now available at your Minox dealer.

6. Color Flash
Slide projector and slides
Color finished pictures

These are but a few suggestions for club meetings from the Minneapolis Minox Club.

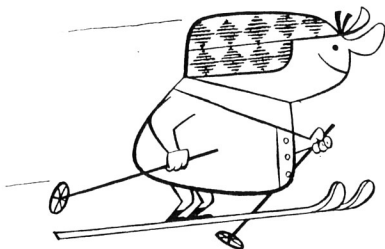


Because many users of the Minox camera have asked for a picture mount that could be used for the presentation of their Minox prints, Minox Processing Laboratories has produced the "YOU'VE BEEN MINOX'D" mounts illustrated above.

They not only provide space for the giver's name, but for the place and date

MINOX PHOTO MOUNTS FOR PUBLIC RELATIONS USE

where the picture was taken. They can be used for business public relations and for that warm, friendly, remembrance photo gift to friends and relatives. Each packet sells at \$1.00 and contains 25 individual mounts. "YOU'VE BEEN MINOX'D" mounts are available from Minox Processing Laboratories, Box 94, Forest Hills, New York.



GOING SKIING THIS WINTER ?

If you are a snow bird, wherever you go, be sure your Minox is always ready to keep a permanent record of places and faces you see on your trip.

Take a good supply of film. Stores in smaller towns may not have the kind you prefer. (After all, even 500 exposures weigh just ounces and take up less space than a pack of cigarettes!)

Don't worry about freezing temperatures. Minoxes are clicking every day at the Arctic and Antarctic in sub-zero weather while other cameras fail. As an active skier, you need never leave your camera behind. A Minox will never get in the way of the most spectacular Gelaendesprung or fastest Christy.

Snap snowscapes solely when the sun is setting and the shimmering snow shows shadows on secluded ski slopes. (Editor's note: This is an alliteration. Say it fast for an active party game.) Exposures should be short. Even with ASA 25 film, shutter speeds of 1/500 second on a sunny day with the green filter

should bring out shadow detail and texture in the snow.

For pictures of people, use the next slower speed, or omit the filter. For pictures of slalom or other downhill races, station yourself as near to a likely turning point as safety permits. This will give you exciting close shots. Set distance scale between 6 feet and infinity.

If there is ski jumping, you'll get the best shots near the jumping tower or near the "landing area" . . . shots of good form or bad spills or perhaps skiing students stuttering, "Snap snowscapes solely when the sun is setting and the shimmering snow shows shadows on secluded ski slopes." 1/1000 second is a must for this high speed sport.

Clean snow flakes from the lens window. Always keep the Minox in an outer pocket; if worn too close to the body, the lens may fog for the first few minutes after you take the camera out for action.

Don't forget to have your Minox flash handy at the hut or lodge for those groups around the blazing log fire. Have your party game ready. See above.



QUARTET DESIGNED FOR PERFECT STOCKING FILLER

An attractive black and gold foil film package named Quartet has been designed specifically for Christmas gift giving. The Quartet film pack has its own greeting card, needs no additional gift wrapping. It combines four boxes of most-wanted Minox film—ASA 25, 50 and 200 TRI-X black and white, and ASA 32 Anscochrome—in one sparkling wrapping that carries the festive spirit of the holiday season.

The Quartet makes an ideal stocking stuffer as well as a thoughtful item that will enable a Minox owner to expand his photographic effects by varying the speed of film used. Priced at \$9.45, the Quartet film pack is sure to be a greatly appreciated gift.

NEW MINOX FLASH MANUAL AVAILABLE

With winter approaching and the number of good daytime hours gradually waning, the need for flash equipment is consequently increasing. Capture those magic moments of family gatherings and festive occasions . . . obtain a permanent record of the coming holiday season through the use of featherlight Minox flash equipment.

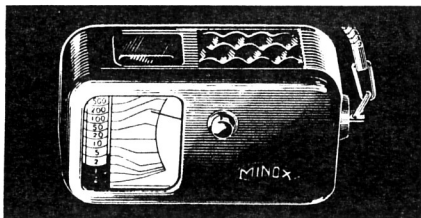
The compact 24 oz. Minox Electronic Flash and 3 oz. Minox B-C Flash end the necessity for camera owners to be weighed down with heavy, cumbersome equipment . . . and now, thanks to the unique nylon Minox Shoe Adapter, high efficiency Minox flash equipment can be used with almost every make of camera.

Write for the new Minox Flash Manual . . . a comprehensive 20 page illustrated booklet, containing easily understandable instructions that explain how this equipment is readily adapted to a Leica, Polaroid, Rolleiflex and other fine makes of cameras. You will also find detailed information on the use of the Electronic and B-C Flashes that will enable you to take a perfect picture every single time.



An attractive group of Hollywood NBC-TV starlets recently stopped traffic on a main thoroughfare as they snapped each other with a Minox camera. It's hard to tell which the eye-opener really was . . . the precision-engineered Minox or the precision-engineered starlets!

MINOX EXPOSURE METER READS BETWEEN LINES!



The fact that 82 out of every 100 Minox owners use a Minox exposure meter is, we think, a fine compliment to this miniature meter's excellent design and operating simplicity.

It requires no more than pre-setting to one of four film speed ranges to match the film loaded in the camera. Pointing it at the scene and setting the camera speed dial to the indicated reading is a matter of seconds. If the meter needle comes to rest **between** two shutter speeds, the camera speed dial should also be set between the two indicated speeds. No simpler meter has ever been devised!

Current model Minox exposure meters have calibrations for ASA 25, 50, 100 and 200; earlier models ranged from ASA 12 to ASA 100.

USING THE METER FOR ASA 32

While there is no specific calibration for ASA 32 (Daylight Color Film), appropriate shutter speed settings are easily obtained as follows: set the meter for ASA 50; take the meter reading in the usual manner, but set the shutter speed dial on the camera **half-way toward the next slower speed**. Example: Meter indicates 1/500 (for ASA 50); set shutter speed dial mid-way between 500 and 200 for ASA 32. Or, if meter indicates half-way between 500 and 1000, set shutter speed dial to 500. It's as simple as that!

USING EARLIER METERS FOR ASA 200

If the top calibration on your meter is ASA 100, and you are using ASA 200 film, take the meter reading for ASA 100, but set the camera shutter speed dial one full speed faster than shown by the meter. Example: Meter shows 1/500 (for ASA 100); set camera speed dial to 1/1000 (for ASA 200).

Once you know these simple adjustments, your Minox exposure meter will become even more helpful to you in assuring perfect results every time you press the shutter.

JUDGES SWEAT OVER 3000 SWEET ENTRIES



It is difficult to judge a contest of any kind . . . but when you are swamped with thousands of photographs of excellent quality, the task is doubly complex. Each Minox print was considered individually by the photographic experts in a monumental undertaking. You can see by the anxious expressions of Jacob Deschin, left, and Ed Hannigan, right, that they didn't take their responsibility lightly.

WINTER—BIG TIME FOR PARTY PICTURES

Christmas, New Year's . . . and everyone's home for the holidays . . . endless occasions are at hand for fine pictures of the family, friends and neighbors.

The Minox is so small, even with flash attached, that people are hardly aware that you are taking their pictures. They don't "freeze" as easily as they would in the presence of an ordinary camera with its multitudinous "eyes."

Make the most of the holidays. Keep your Minox loaded with ASA 25 film, which yields the finest prints, or with ASA 32 color film for projection. Both films can be used all day outdoors, or indoors with flash.

A Minox flash unit, B-C or Electronic, will give you complete command of any picture situation; you don't need to pose your subjects. Just keep on snapping and you'll get truly natural shots, wonderful memories for you and others.

Before you start, set the distance scale at 6 feet. This will bring everything from 4 to 12 feet into sharp focus, just the right range for most of your party pictures.

It's a good idea to plan some of your pictures ahead of time to make an interesting picture story. Your "scenario" may look something like this:

CHRISTMAS. The children rushing down the stairs. Santa. Medium close-up of children or grown-ups unwrapping presents. Big close-up (distance 2-3 feet) of presents. Toys in action.

TURKEY DINNER. Preparations in the kitchen. Stuffing. Close-up (distance 3 feet or less) showing



turkey in oven. (But don't stop to dine yet!) The festive table. Father carving the bird. (O.K. Now eat!)

NEW YEAR'S EVE. Guests arriving. **SOBER!** Couples under the mistletoe. **KISSING!** The punch bowl, **IF YOU LIKE PUNCH!** Clock at midnight . . . **IF YOU CAN SEE IT!** Toast to the New Year. **DRUNK!** Around such a framework of planned pictures, you will get many more spontaneous shots to give you and your guests a complete and exciting record of the occasion. **OUCH!**

If you want real candid shots that will surprise your guests with unexpectedly frank pictures later, use the Minox right-angle finder mirror which lets you take pictures "around the corner." **CAUTION:** Blackmail is illegal. However, you be the judge. Shoot with abandon. You'll score a high average of memorable pictures. This is the time to keep your Minox busy. Happy Holidays!

NEW MINOX FLASH GUIDE NUMBERS

**MINOX CAMERA EXPOSURE INFORMATION WHEN USING MINOX
ELECTRONIC FLASH WITH BATTERY. RECOMMENDED SHUTTER SETTING—
1/200 sec. Will operate correctly at all other speeds.
FLASH DURATION —1/1000 sec.**

FILM RATING	When using FAN REFLECTOR, shoot at distances from:	When using POLISHED REFLECTOR, shoot at distances from:
ASA 25 film	3 ft. to 8 ft. from subject	7 ft. to 15 ft. from subject
ASA 50 film	5 ft. to 12 ft. from subject	9 ft. to 20 ft. from subject
TRI-X	9 ft. to 20 ft. from subject	15 ft. to 30 ft. from subject
ANSCOCHROME DAYLIGHT ASA 32	3 ft. to 5 ft.	6 ft. to 8 ft.

When using the Minox Electronic Flash, note that slower film ratings have finer grain—will give you better pictures.

**MINOX CAMERA EXPOSURE INFORMATION WHEN USING MINOX
ELECTRONIC FLASH WITH AC POWER SUPPLY. RECOMMENDED SHUTTER
SETTING—1/200 sec. Will operate correctly at all other speeds.
FLASH DURATION—1/800 sec.**

FILM RATING	FAN REFLECTOR	COLOR REFLECTOR
ASA 25	5 ft. to 9 ft.	8 ft. to 15 ft.
ASA 50	8 ft. to 15 ft.	10 ft. to 20 ft.
ASA 100	10 ft. to 20 ft.	15 ft. to 25 ft.
TRI-X	15 ft. to 25 ft.	20 ft. to 40 ft.
ANSCOCHROME DAYLIGHT ASA 32	6 ft. to 8 ft.	9 ft. to 11 ft.

NOTE: When using color film in room with dark colored walls reduce distance from camera to subject by 1 ft.

EXPOSURE GUIDE NUMBERS WHEN USING MINOX ELECTRONIC FLASH WITH ALL OTHER CAMERAS

	Kodachrome Daylight	Anschochrome 32, Ektachrome Daylight, Universal Kodacolor	Tri-X ASA 200	ASA 100	ASA 50	ASA 25
FAN REFLECTOR	14	24	80	56	40	28
POLISHED	20	36	110		56	40

FOR MINOX AND OTHER CAMERAS

EXPOSURE INFORMATION WHEN USING MINOX CAMERA WITH MINOX B/C FLASH. Use shutter speed 1/20 sec.

FILM RATING	WITHOUT REFLECTOR	FAN REFLECTOR ONLY	FAN with ONE Thickness of Handkerchief	FAN with TWO Thicknesses of Handkerchief	POLISHED REFLECTOR
MINOX ASA 25*	6 ft.	15 ft.	10 ft.	8 ft.	20 ft.
ASA 50*		25 ft.	18 ft.	14 ft.	35 ft.
ASA 100*		30 ft.	20 ft.	16 ft.	40 ft.
ASA 200*		50 ft.	35 ft.	25 ft.	60 ft.
DAYLIGHT COLOR ASA 32** ANSCOCHROME	7½ ft.	18 ft.	14 ft.	10 ft.	25 ft.

*Use M-2 bulbs

**Use M-2B (blue) bulbs

EXPOSURE INFORMATION WHEN USING MINOX B/C FLASH WITH ALL OTHER CAMERAS. In combination with Minox Flash Adapter, use F or X synchronization of camera with shutter speed of 1/50 sec. or slower.

BI/Wh Tungsten Rating:	16	25	50	64	160	Daylight Kodachrome	Daylight Anscochrome ASA 32, Ektachrome, Kodacolor Universal
FAN REFLECTOR	*Guide No. 55	70	105	110	170	35	60
POLISHED REFLECTOR	*Guide No. 70	90	130	140	220	50	90

For BI/Wh films, use M-2 bulbs

For Color films, use M-2B bulbs

***Guide Numbers:** To find correct lens setting (f-stop), divide Guide Number by the distance from flash unit to subject. Example: Guide Number 60; Distance 10 ft. Use f:6.



PRIVATE EYE MAKES DEBUT

In answer to the increasing demand by law-enforcement agencies, government officials and scores of reporters and candid photography enthusiasts, a new special model Minox is now being introduced in America. Appropriately named the "Private Eye", this special Minox camera has a low-reflectance anodized black finish, and its even more unobtrusive use is destined to equal the fame of the standard Minox III-S.

The Minox Private Eye will give its users the most candid of all candid shots. The black mat finish helps it melt into nothingness when held against dark clothing, when its owner wears black gloves, or shoots

from a shadowy, secluded vantage point.

Optically and mechanically identical to the regular Minox, the Private Eye is equipped with all dials and calibrations in clear-vision white on black. The Private Eye, Cat. No. 6012, is priced at \$154.50, which also includes a black leather carrying case and black measuring chain.

A matching black exposure meter, Cat. No. 6112, is also available. It retails at \$30.95, complete with a black case and chain.

The Private Eye camera and meter is available through your franchised Minox dealer.

PERSONALIZED CHRISTMAS CARDS . . . A YEAR-ROUND GREETING



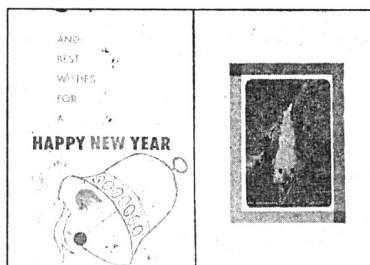
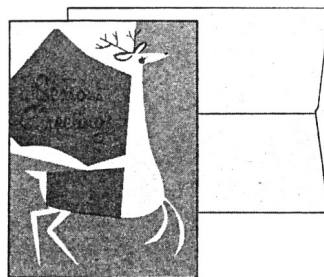
Every year as the holiday season draws near, Minox Processing Laboratories receives many requests from Minox owners for photographic Minox Christmas cards. This year, for the first time, we have set up the mechanical facilities and can fill your request for personalized photographic greeting cards.

This season two striking cards are being offered. First, a lovely black and white card with "Seasons Greetings" and an overprint of contemporary pines has been designed to incorporate a favorite family portrait, outdoor scene, home, pet or what have you. It is only necessary for you to select the appropriate Minox negative, return it to the Laboratories, and we will process your order in time for Christmas arrival. No orders can be accepted later than December 10th. Twenty-five cards encased in sparkling Silverflake envelopes are being made available at a cost of \$6.95 per box of 25 cards. You can, of course, order in multiples of 25. Either vertical or horizontal prints can be used.

COLOR PRINT CARDS

For a truly unforgettable greeting this year, why not select one of your best color negatives. Minox Processing Laboratories has designed the illustrated color print folder in appropriate holiday colors. Your color print is carefully mounted in a costly Silverflake folder and is boxed with 25 matching Silverflake envelopes at \$13.95 per box of 25.

Again, no orders can be accepted after December 10, and multiple boxes may be ordered. To order, you need only submit your Minox color negative to your processing laboratories. Only vertical Minox color prints can be made.





DUET GIFT PACK . . . A FABULOUS CORPORATE GIFT

The Wall Street Journal, Business Week and Fortune Magazine have been devoting more and more space to the growing trend in corporate gift giving . . . and the problems in satisfying executives who have almost everything. And so, when the month of December rolls around, purchasing agents and private secretaries nationwide scurry from store to store in search of a few very special gifts that will reflect the ingenuity and good taste of the giver . . . as well as the desires of the getter. The Minox Duet may provide a few answers to this shopping dilemma.

Encased in twin clear plastic boxes, the Duet features a Minox camera and a Minox exposure meter beautifully packaged in sparkling gold foil. Camera stores nationwide have these prize packages now.

Minox owners know the pleasure they have derived from their use of the ultra-miniature camera, and how it remains a constant, year-round companion. Imagine the pleasure awaiting the recipients of this fabulous gift when they explore the amazing new world of the Minox ultra-miniature photography system.



"Say! This Minox camera your Dad gave me is really a peach!" EDITOR'S NOTE: Take your finger off the lens.

DIPLOMATIC ARRIVAL GETS MINOX "SHUTTERBUGS"



Remember when you first became a Minox enthusiast? You started out with a Minox camera and exposure meter . . . and as time went by and your ultra-miniature photography horizons broadened, you undoubtedly added more and more Minox accessories to your list of prized possessions.

The Minox Diplomat Case was originally produced as a dealer's display, but so many Minox enthusiasts wanted one for their own equipment that they are now being made generally available. The plush-lined interior has snug-fitting compartments for a camera, meter, tripod, camera clamp, reproduction/copying stand, right-angle finder mirror, reflex finder, binocular clamp, negative viewer, slide viewer/cutter, Minox B-C Flash Unit and 8 packages of assorted film.

The Diplomat Case make an impressive addition to your present equipment . . . offers the ultimate in convenience when traveling or transporting your accessories in complete safety. If you have everything . . . you should have "The Diplomat" too.

Measuring 10" x 17³/₄" x 3", the Diplomat Case retails at \$39.95 and can be ordered from your authorized Minox photo dealer.



Third Prize winner in the Pleasure Division was this magnificent color shot entitled "Stained Glass" by H. Kimball Benedict of Caldwell, New Jersey. The editors wish that we were able to reproduce this photo in all of its stately beauty. You too will find when shooting color film that stained glass in churches will give you never-to-be-forgotten pictures.



Pictured above is the Eighth Place winner in the Minox Photo Contest, "Mary A." by George Cavendish of Media, Pennsylvania. Note the sensitive portraiture and the subdued natural lighting. If you haven't already experienced the thrill of doing close-ups of this kind with your Minox camera, it is highly recommended.

a wealth of Christmas gift ideas . . .

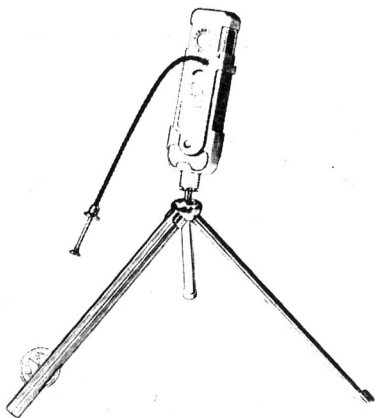
**NOW—AT YOUR
MINOX DEALER!**



Right Angle Finder Mirror

Shoot around corners, to the right or left while facing straight ahead. A welcome addition that adds a new dimension to candid photography

\$9.95



Minox Pocket Tripod

Sets up in 10 seconds . . . hardly larger than a pencil, it slips easily into pocket for instant use. Collapses into its own leather case. Has tilting head and cable release. 7¼ x ¾" diam.

\$19.50



You've Been Minox'd Folders

A personalized way to present your Minox shots. Space for your name, date photo was taken, place. Gives your friends a permanent record of a happy or momentous occasion.

Package of 25 \$1.00

Quartet Film Pack

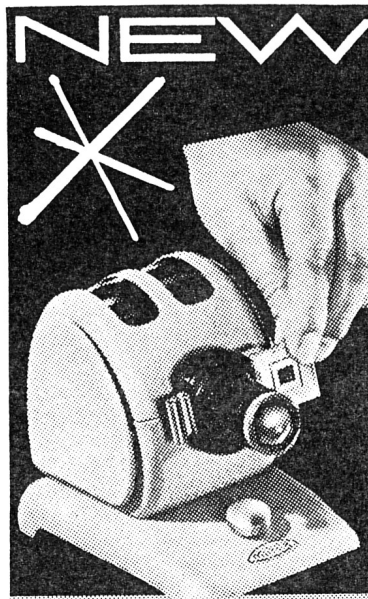
Four boxes of assorted Minox film —ASA 25, 50 and 200 TRI-X black and white and ASA 32 Anscochrome in black and gold foil Christmas packaging. Gift card imprinted on the cover. \$9.45



Minox Telephoto- Binocular Clamp

Attaches the Minox camera to binoculars for telephoto shots. Features built-in tripod and cable release socket. Can also be used as camera-to-tripod clamp

\$24.50



**NEW
CUSTOMIZED
minox
SLIDE
PROJECTOR**

Supreme for minox and other ultra-miniature slides. Its critically corrected f/2.9 minostar lens, shorter 35mm focal length and high efficiency condenser system project your minox transparencies to a big 24" x 30" at a mere 8 feet . . . and all with sparkling screen illumination.

A pert, practical, portable projector measuring but 8 x 6 x 3 1/2". Complete with projection bulb, slide carrier and genuine leather case. \$79.95



**we've got
the mighty 24 oz.
minox
ELECTRONIC
FLASH!**

It's sensational! World's smallest, lightest and easiest to use electronic flash. Carry over shoulder—or put in pocket or purse. Rapid succession flash exposures at less than 1¢ each. A marvel in design. Rakish leather power pack. See all the NEW MINOX films and accessories, too!

ASK YOUR MINOX DEALER FOR A DEMONSTRATION!

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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**KLING HAS NO PHOTO FINISHING FACILITIES.
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.**



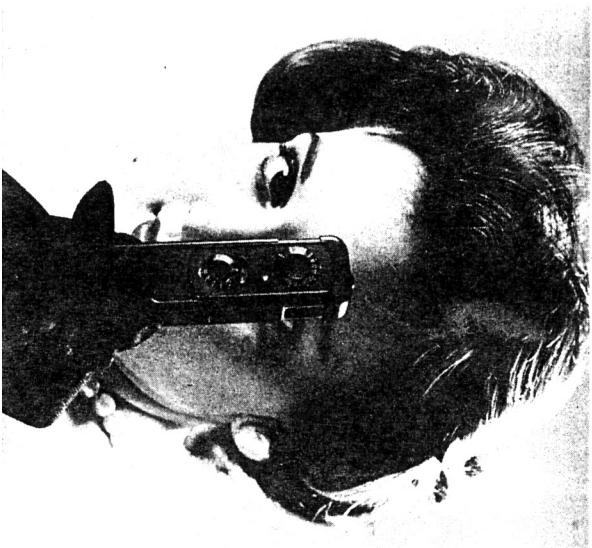


MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

NEW "PRIVATE EYE"

See
Page 14



Form 3547 requested

Bulk Rate
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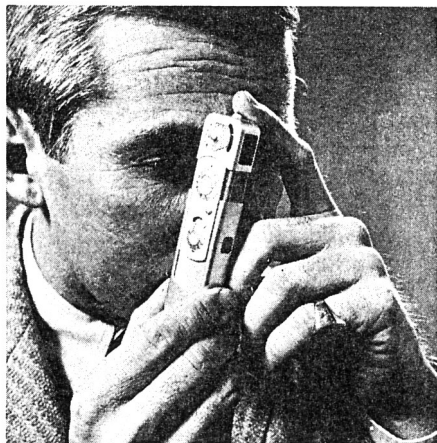
MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 1 number 6

SPRING/1958

NEW MINOX CAMERA HAS BUILT-IN SHUTTER-COUPLED EXPOSURE METER



The new Minox Automatic Camera, Model B, a marvel of precision engineering, compactness and light weight (weighs a mere $3\frac{1}{4}$ ounces), is currently making its world debut.

The most outstanding feature of the new Minox B is the built-in photoelectric exposure meter that is auto-coupled to its shutter speed mechanism which greatly simplifies and speeds the proper exposure and shooting of every picture.

To obtain the correct shutter setting for any given picture, the Minox B is aimed toward the scene with the viewfinder. A pointer—actuated by turning the shutter speed ring of the camera—is matched with the meter reading. When pointer and meter match, the shutter speed mechanism is automatically and accurately set for the existing light conditions. Since the

Minox has an infinite range of speeds between $1/2$ and $1/1000$ second, exact exposure is assured . . . both with black-and-white and color films.

The exposure meter, pre-set for the ASA index of the film used, requires no other adjustment until film of another ASA index is used. The setting also serves as a "memorizer": the Minox user cannot forget the ASA index of a film before finishing a full 36 or 50 exposure film magazine.

Even with the addition of the exposure meter, the Minox retains its original flatness ($\frac{5}{8}$ ") and slim shape ($1\frac{1}{8}$ "). It is a tribute to the ingenuity of the Minox engineers that they used only $\frac{5}{8}$ " additional length and less than an ounce in weight to provide the great advantages of a built-in coupled exposure meter.

The Minox B also has a new built-in Neutral Density Filter to facilitate flash exposures at closer range, and to permit the use of ultra-fast film outdoors. When the filter is moved in front of the lens, the electrical circuit of the exposure meter automatically adjusts itself to assure correct exposure with the filter.

Like the standard Minox IIIS, the Model B is fitted with the f/3.5 four-element 15mm Minox-Complan lens . . . famous for its critical

(Continued on Page 10)

BOOK REVIEW: "ULTRA-MINIATURE PHOTOGRAPHY"

by Joseph D. Cooper

The ultra-miniature camera has come into its own during the last ten years, a climax to the trend toward miniaturization which started as far back as the 1880's, with so-called "detective" cameras. Tiny cameras, such as the Minox, are now considered valuable photographic tools . . . equally adaptable to both amateur and professional photography.

Dr. Cooper's book is a compilation of data and instructions for using ultra-miniature cameras, with special emphasis given to the Minox and its accessories.

In simple, direct language, this book gives all details and techniques of ultra-miniature equipment, shooting, film development, enlarging and printing, as well as tips on how to work with ultra-miniature cameras, films, filters, lenses, developers and enlargers for optimum results in color and black and white, telephotography, prints, enlargement and slides.

The author lists the many advantages of a small, lightweight camera which account for its steadily increasing popularity, such as its ability to take truly candid pictures without being observed, to obtain clear sharp prints from thumbnail-size negatives, and to provide a good depth of field with the lens wide open, not to mention the wide range of filters, film, flash and other accessories available.

In essence, this book is a complete one-volume guide to the entire ultra-miniature field, and gives the ultra-miniature camera owner the necessary insight into the workings of his equipment.

The author, Dr. Joseph D. Cooper, is considered to be the leading authority on ultra-miniature photography. His monthly column in *Modern Photography* deals with news and techniques for ultra-miniature cameras and accessories. His advice on product development and design is constantly sought by manufacturers and laboratories.

Dr. Cooper was a free-lance photographer in the 1930's, pioneering in the use of 35mm color film, then new, and of 35mm cameras, then considered extremely miniature. He is presently Executive Assistant to the Deputy Postmaster General of the United States and Professor at the American University.

He believes that ultra-miniatures will see an increasingly wider use, due to their portability and improved lenses, films, chemicals and photographic techniques. He says, "The larger cameras will always have their place, but the ultra-miniature is mostly likely to be in your pocket, ready for use, when a bulky camera is left behind or can't be used."

ASA 25 . . . BEST SUMMER FILM CHOICE

There are times when you cannot use flash and your available light calls for nothing but ultra-fast films, but summertime is outdoor time, sun-lit time—and ASA 25 is your best basic film.

For day in—day out shooting outdoors, and with flash indoors, nothing beats ASA 25. It's a fine-grain film, and therefore allows you to get big, beautifully sharp enlargements from 8 x 11mm Minox negatives. Your pictures will also have more snap and sparkle, because ASA 25 is a brilliant film. With the Minox lens working at full f/3.5 opening all the time, set your shutter at 1/200 or 1/500 second depending on the light and subject—and you will freeze very fast movement. (P.S. With the new Minox Automatic B, simply set the exposure meter for ASA 25 . . . the camera does the rest!)

SECOND MINOX PHOTO CONTEST ANNOUNCED

"The second big national awards contest for outstanding Minox photographs will begin May 1, 1958," announced Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York.

Since the Minox is widely used for both business photography as well as pleasure snapshots, separate divisions of "Business" and "Pleasure" have been established; ten duplicate prizes will be awarded to winners of each division.

Commercial, industrial or business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc. will fall under the "Pleasure" classification.

All entries will be judged by three world-renown photography experts: JOSEPH D. COOPER, Bethesda, Maryland, authority on ultra-miniature photography, has monthly column in Modern Photography, author of "Ultra-Miniature Photography"; DAVID B. EISENDRATH, JR., Brooklyn, New York, authority on applied photography, Technical Editor of Industrial Photography Magazine; and BOB SCHWALBERG, New York, N. Y., Technical Editor of Popular Photography Magazine.

Thousands of entries—ranging from studied portraiture to auto accidents—poured in from all parts of the United States for the 1957 Contest.

Minox photographs snapped between May 1, 1958 and January 31, 1959, are eligible for entry.

The following are the awards and rules of the contest: Duplicate prizes will be awarded winners of both the Pleasure and Business divisions.



These twintrophies and the new Minox B Automatic Camera with built-in exposure meter will be awarded to the 1st place winners of the Business and Pleasure divisions of the Second Annual National Minox Photo Contest, sponsored by Minox Processing Laboratories, Forest Hills, New York. The trophies are of walnut, topped by life-size gold-plated Minox symbols.

1ST PRIZE—Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2ND PRIZE—Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

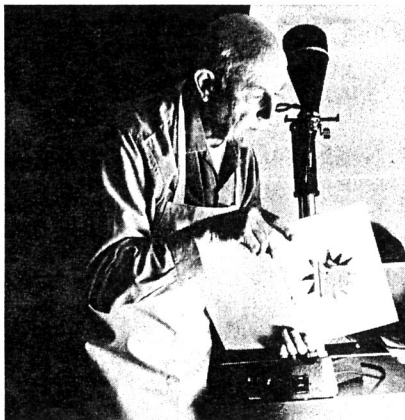
3RD PRIZE—Minox Slide Projector for black-and-white or color. Leather carrying case included.

4TH, 5TH and 6TH PRIZES—Minox featherweight (3 ounces) B-C Flash Unit with folding fan reflector.

7TH, 8TH, 9TH and 10TH PRIZES—Minox Right-Angle Finder Mirror. Permits around-the-corner picture taking.

(Continued on Page 8)

MARX'S MINOXOLOGY



Editor's Note: This article is first of a series written especially for the Minox Memo by Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio. Mr. Marx is renowned as one of the world's most ardent Minox boosters. His fine photos have appeared in various publications, including the Minox Guide. He also won first prize in the "Pleasure" division in last year's Minox Contest, and most recently, second prize in the Ohio Valley Camera Club. He is presently writing a book about the Minox.

On a recent visit to Key West, the manager of our hotel, a Mr. Merriman, complained that he wasn't getting good pictures with his Minox. We sat down that afternoon and discussed the techniques for using the fine Minox. I told him, "If you will follow my Big Ten hints, I believe you'll be another Minox booster."

1. Carry your camera with you at all times, as you do your wallet. Soon you will feel uncomfortable if you do **not** have it with you. When you have a Minox in your pocket you don't **look** like a tourist, as you do when you wear a large camera on your chest.

2. Be alert for that good picture. Keep watching for it. Then, no matter when—or where—shoot!

3. Always keep your distance scale set on the red dot, the shutter at 1/100 second, ready for any pictures which may present themselves. This setting gives you a clear picture from six feet to infinity, under average light conditions. After your first exposure, try for greater accuracy.

4. Keep this important point in mind at all times. When you see a good picture possibility, don't shoot "all over the map," move in, move in closer, still closer to the close-up you want. Try a portrait set at exactly 24". The results on Minox will amaze you!

5. Watch those backgrounds, and don't let them be cluttered up. Move around your subject so that you have a plain blank wall or sky or simple dark foliage in the background. Avoid a mass of confusion.

6. Film costs very little. So, if you do get what you think might be a prize-winning shot, take three, or four, or even five more exposures at different fractions of a second. Remember, the satisfaction you will get from one outstanding picture—that can be enlarged to 8 x 10 or larger—will more than repay you for the cost of developing 49 run-of-the-mill shots.

7. Watch that finger! People will swear they never allow their fingers to get in front of the lens but many good pictures are lost this way. Body movement, too, can spoil a good shot. Think of your Minox as a pistol.

8. You cannot expect to be proficient in anything unless you read about it, or study it. Before you

could drive a car, you had to practice. Instead of becoming impatient, just try for improvement.

9. Don't believe everything that all the experts tell you, including me. Decide what you like. I was fortunate in winning the Minox First Prize. Dozens of my friends used to look down their noses at Minox: they use larger and clumsier cameras, but don't win prizes. (Last year I gave each of my two daughters a Minox. One daughter began ambitiously to use only color. She used up many rolls without even consulting a light meter. The result was that she obtained very few good pictures. Color is no easier to take with Minox than with any other camera. So, don't blame Minox if you do not get good color pictures at the start. Become proficient first with black and white. The other daughter decided that pictures of people standing in front of famous public places or hiding beautiful scenery are corny. She asked, "Why ruin the beauty of Niagara Falls by showing somebody in the foreground?" This may be a view point that others may share; I don't, if it's done in good taste. When you want a good picture of Niagara Falls, you can buy it on a penny postcard. A **good human interest** picture is something that is specifically your own. And, if you have good taste and can express yourself artistically, a Minox in your hands is a better tool than a paint brush in the hands of a bad artist.)

10. So, remember, many can take good pictures of the Swiss Alps, but a fleeting picture, a candid shot, a personal picture, such as you can capture with your Minox, is one that you will treasure forever, especially if it is of someone or something that you and others find humanly interesting.

J. J. M.

TRY SHOOTING FROM THE AIR



Whether you fly on business or pleasure, it's fun to take Minox pictures from the air, but be sure to observe these few simple rules:

1. For finest detail, always use ASA 25 film.
2. Take your pictures on the side of the plane that's away from the sun.
3. To avoid the normal plane vibration, don't rest the Minox or your arms, elbows or hands against any part of the plane cabin.
4. Get as close to the window as possible without touching it; you'll avoid reflections in the glass this way.
5. When shooting cloud formations, mountains, or other large areas, try to include part of the plane's wing or an engine in your picture; this will give your photo a point of reference.
6. To reduce the effect of bluish haze, use the orange filter with black-and-white films.
7. Never shoot at less than 1/200 second.

PLASTIC SURGEON USES MINOX FOR PATIENT'S RECORDS



atient with Lop Ear deformity before plastic surgery.

by Alma Dea Morani, M.D.

I acquired a Minox camera last year expressly for quick use during a European travel tour. Even in Russia I successfully took hundreds of pictures that would have been difficult to obtain with conventional type conspicuous cameras. I was easily convinced that the quick "push-pull" action of the Minox is ideal for interesting pleasure shots taken hurriedly from moving taxis, trains or boats. No cheaper record of one's travels could be obtained than to bring back photographic reminders of wonderful scenery and art in other countries, and the joy one experiences in pleasurable travel.

Imagine my delight, therefore, when I discovered that I could also use the Minox in my professional work. As a plastic surgeon, it is customary to photograph all patients "before and after" their surgery. The "before" photos are used as permanent records of the defect or injury, while the "after" photos reveal the improvement achieved as a result of the surgical performance.



Post-operative view of the same patient with ear correction.

In addition, these before and after photos can be used for legal records, and for planning a particular reconstruction in cases that require several operations. They also serve to remind the patient of what he looked like before the surgeon's art produced the desired alteration.

Before the Minox entered my life, I was burdened with carrying flash equipment, tripod, bulky cameras, etc. to obtain my patient's photographs. Now I simply open my handbag, whip out the Minox and light meter, place the patient against a light colored wall, and presto—the light meter reading, and click—the photo. The Minox has saved me hours in time and countless steps, and I am grateful.

I have no hesitation in recommending Minox work to any physician that wants a record of his patient's appearance before, during or after treatment. I am even willing to suggest that the new Anscochrome 32 ASA color film will find its way into medical teaching, research records, demonstrations to medical students, nurses, etc. I find my Minox invaluable for both business and pleasure!

NEW MINOX ENLARGER HAS BUILT-IN LIGHT DIFFUSER CONTROL

The new, improved Minox Enlarger, Model III, is now available with a built-in light diffuser control which can be turned ON and OFF as desired. This feature has been designed by Minox to permit the photographer to reduce the effect of severe scratches or excessive grain during the enlarging process.

To facilitate cleaning of the condenser system, the lamp housing of the new Minox Enlarger Model III is hinged and can be tilted back, thus providing easier access. As additional protection when the enlarger is not being used, each Minox Enlarger III is also supplied with a heavy duty protective cover.

The enlarger has a f/3.5 Micro-Minox lens in helical focusing mount, a reversible head with mount for copying arm, and a dustless polished chrome film carrier for 8 x 11 mm Minox negatives. The light system is adjustable to 110-120-220-240 volts, with a high-low switch and double condensers.

The Minox Enlarger, Model III, complete with bulb, sells for \$189.50 and is available now from your authorized Minox dealer.

COMING . . . NEXT ISSUE

Starting next issue, the Minox Memo will begin a new section—a Minox Clinic—designed to answer any and all questions you might have concerning the Minox, its accessories, ultra-miniature photography, or photography in general. Send your questions to: Minox Memo, c/o Minox Processing Laboratories, 107-14 71st Road, Forest Hills 75, New York. We'll try to answer them all in future issues.

STOCK UP ON FILM BEFORE GOING ABROAD



If you are planning a trip abroad, it's a good idea to take along more than enough Minox film.

Although Minox dealers are all over the world—Copenhagen, Cambodia, and even the Congo—they may be temporarily out of the type of film you may want, when you want it. Don't run that risk. Stock up before you leave. Most foreign countries allow you to bring in a liberal supply of film: your travel agent can give you details. In any case, film for 100 Minox pictures takes up little more space than a couple of matchbooks, and remember, like everything in the Minox line, extra film weighs so little.

MINNEAPOLIS MINOX CLUB GROWS

The newly-formed Minox Camera Club of Minneapolis already has a total of 43 members and is growing rapidly, announced President Clarence Hill at the Club's March meeting. Mr. Hill also told of a monthly Minox Picture Contest for members, with a prize award offered each month.

Guest speaker at the Club's dinner meeting was Don O. Thayer, President of Minox Processing Laboratories, who told members the fascinating story behind the Minox camera. Mr. Thayer was made an Honorary Member of the Minneapolis Club.

Minneapolis Minox owners who wish to join this group may contact Mr. H. L. Craddick, Secretary, 800 Northwestern Bank Building, Minneapolis, Minnesota.

SUMMERTIME . . . AND THE COLOR IS EASY . . .

If you remember these few tips when your Minox is loaded with color film:

1. The best lighting for your subject is from the direction of the camera, over **your** shoulder.
2. The best pictures of people should be taken in mid-morning or mid-afternoon. Skin tone values are truer at these times.
3. Avoid dark shadows and never pose the subject partly in the sun, partly in the shade.
4. If you don't have a Minox B yet, use your Minox exposure meter or guide for the correct shutter setting.
5. Send your color film for processing promptly.

Summertime is color-time, the best season to take those wonderful transparencies of the outdoors.

MINOX CONTEST

(Continued from page 3)

RULES OF ANNUAL MINOX PHOTO CONTEST:

1. Prints must be Minox photographs taken between May 1, 1958 and January 31, 1959.
2. All entries must be postmarked prior to midnight, January 31, 1959.
3. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.
4. Submit as many photographs as you wish, but each print must contain the following information on back:
 - a. Classification of entry—either "Pleasure" or "Business."
 - b. Contestant's name, address, city.
 - c. Type of film used.

5. Enter one or both classifications of contest.

6. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.

7. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.

8. Prize-winning pictures become the property of Minox Processing Laboratories, and must be released for publicity purposes.

9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories and members of their families are not eligible.

SUMMER HEAT CAN RUIN YOUR MINOX FILM

Watch those extreme temperatures this summer . . . film just can't take it. Although the fine emulsion on your film can stand a great deal of normal heat or cold, it cannot stand direct rays of the sun or being shut up inside your automobile's glove compartment or trunk. That wide shelf near your car's back window is pretty rough too.

The temperatures in these spots are enough to roast even a gila monster. So, keep your Minox beside you, or in your pocket or purse, while in your auto. Keep it handy. You won't want to miss those unexpected scenic shots out of the car window. On the beach, keep your Minox under a blanket or towel . . . not in the blazing sun.

Don't be disappointed. Take care of your Minox and film. It's no fun to lose a whole roll of fine pictures to the whims of ol' Sol.

A person who isn't neurotic these days is probably illiterate.

STARS SHOOT STARS



While on location for the shooting of Walt Disney's current picture, "The Light in the Forest," star Carol Lynley and promotional di-

rector Bob Dorfman took over a hundred pictures with their Minox cameras. These are but a few of them.

CAMERA MOVEMENT— CHIEF CAUSE OF BAD PICTURES



One of the chief causes of bad pictures with the Minox as well as any other camera is **camera movement**. Camera movement is an old photo bugaboo that causes what we politely call "soft focus" . . . but who are we kidding . . . in reality it's nothing but blur!

Because it's so very light, your Minox does not have the necessary inertia or weight to resist outside forces such as finger pressure on the exposure meter, body sway, extended arm's movement, heavy breathing or heartbeat. A high wind can also cause external vibrations.

But if you remember these eight points, you'll go a long way towards minimizing blur:

1. Shoot at the **highest** suitable shutter speed.
2. Hold your Minox right against your cheekbone or forehead.
3. Never hand-hold the Minox at very slow speeds. Use a tripod and a cable release.
4. Lean against something when shooting at slower speeds.
5. Crouch, sit down or rest on one knee to minimize body sway.
6. Use a pillow to cushion external vibrations (in a plane, for example).
7. **SQUEEZE** the shutter, don't jerk.
8. Make more than one exposure of your important pictures—just for insurance.

NEW MINOX CAMERA

(Continued from Page 1)

sharpness. It can be focused from infinity to 8 inches without the need of close-up accessories, additional lenses, or other attachments. The shutter—with speeds from 1/2 to 1/1000 second, plus B and Time settings for longer exposures—has built-in flash synchronization. In all other respects, the Minox B is identical with the Minox IIIS, and uses the same film magazines and most of the same accessories.

The Minox Automatic B is supplied in two finishes: satin chrome, including brown morocco leather case and chrome safety/measuring chain at \$169.95; the Minox "Private Eye" Model B, finished in unobtrusive anodized matte black, is \$186.95, including black case and chain.

The standard Minox IIIS, without exposure meter, will continue to be available at \$139.50 in satin chrome finish, and at \$154.50 in anodized black.

Complete information about Minox cameras and accessories is available through better camera stores, or from Kling Photo Corporation, 257 Fourth Avenue, New York 10, N. Y., sole U. S. distributor of the Minox and its ultra-miniature accessories.

These days you'd better think twice before promising a girl the moon.

The only time some families get together and talk is around the refrigerator during the television commercials.

A smart wife is one who can manage any kind of household convenience—including her husband.

Memory is what enables you to call a man by a name that's vaguely like his.

MINOX CATCHES HORSE PLAYERS



Wants to be alone; even brings own chair

William Ratner of the Newark News wrote an article recently describing some of the various idiosyncrasies of horse players — such as the man who would always buy a chocolate sundae before going to the window . . . thought it would bring him luck. Ditto for the bird who would take one bite of a hot dog and then throw the rest away before betting; and, of course, those who bet only on gray horses or black ones; or who play only the daily double; or who bet only to “show”, never to win or place.

“But,” he writes, “the birds who get me are those who assume those odd and most uncomfortable positions while doping their horses. We watched one man at Garden State Park, who throughout the afternoon sat on the sharp-edged back of the bench. Another at Monmouth Park would return to the same spot in back of the grandstand and get down in a crouching stance like a baseball catcher, though there were



Real railbird; couldn't get any closer

many places he could sit comfortably.

“We watched a soldier at Atlantic City race course return race after race to the lawn at the end of the clubhouse, where he would stretch out full length and study the race coming up. Another man at Atlantic City who, like Greta Garbo, wanted to be alone, brought his own chair so he could pick the spot he wanted. He was a daily customer.

“Some bring their lunch and munch on their sandwiches as they study the charts. Others must get as close to the rail as possible, where they watch the board and also get a peek at the horses as they come out.

“But give me the fellow who stands on his own two feet all day, never sits down for a moment, and doesn't complain of being tired, even at the end of a losing day.”

We present here, for your amusement, two Minox shots Mr. Ratner was able to obtain during a recent outing at the track.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



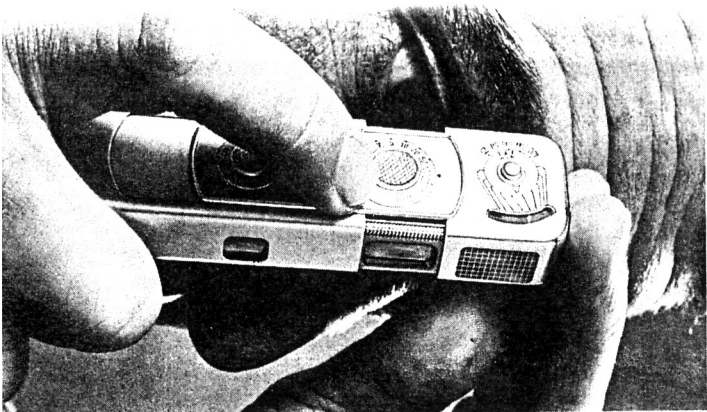
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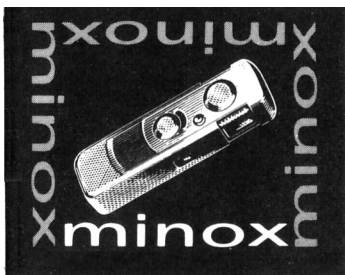


MINOX B
camera has
built-in
exposure meter!

See Page 1

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volume 1 number 7

MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

SUMMER/1958

MAN AND MINOX

By Elmer Wheeler

Editor's Note: They call him Mr. Sizzle because he took a wisecrack, "Don't sell the steak—sell the sizzle," wrote 21 books on the subject, and saw his ideas become a sales part of 247 corporations during the past 19 years. His latest book, "How To Sell When Selling Is Tough," was published this month by Doubleday & Co. We asked Mr. Sizzle to tell you how he sells with a Minox.

I'm indeed "the man with the Minox." I've had one for several years now, and it helps me in selling myself to others. It does it by giving me "remembrance value." That's the hardest thing a salesman acquires, "remembrance value." If he leaves a business card, it is apt to end up in the waste basket. However, if he has a simple name like Elmer, he might have a chance at being remembered, for Elmer has been used importantly once or twice before . . . once for a cow, and the second time for hotel bootleggers when the convention slogan was, "Where's Elmer?"

MINOX GIVES ME REMEMBRANCE

I get my big "remembrance value" from the Minox B. Imagine getting "remembrance value" from 3¼ ounces in a sales kit! I do.

I take my Minox out, at a suitable time in my sales interview with a client or a customer, or at a social affair. Everyone gawks at me. Some even laugh.

"When will it grow up?" asks someone. "What'll it become?" asks



another. Everyone, you see, thinks I've a new toy gimmick. But their laughter soon changes to admiration when, a little later, I send them pictures in an assortment of unposed photos. (How could they pose? They thought I was joking!)

PEOPLE LIKE THEMSELVES

People like themselves, so they like to see pictures of themselves. They are first to say, "Hey, look at me. Boy, that camera really does a job, doesn't it? Watcha say the name of it was?"

Since the Minox is only about the size of a package of chewing gum, it isn't expected to produce results. So when it does, it affords me a lot of double attention.

"Say," they tell a friend, "remember that fellow Elmer Wheeler who was here lecturing a month ago? Well, look at the pictures he took of me. From a little pocket size camera, no less."

So they remember Elmer. What
(Continued on Page 11)

MINOX B CAMERA BOASTS MANY NEW IMPROVEMENTS

The new Minox B Camera, besides having a built-in exposure meter coupled to the shutter-speed mechanism, has, in addition, many other improvements. One of the most worthy is the replacement of the orange filter supplied with the Minox III-S by a neutral density (gray) filter, which permits using fast films, such as Kodak Tri-X, for outdoor photography in bright sunshine. The neutral density filter also allows you to take flash pictures as close as 2½ feet.

The filters of the Minox B do not retract automatically as they do in the Minox III-S, permitting sequence photography when either the neutral density filter or the green filter is in place.

A closer look at the markings on the built-in exposure meter shows that settings for intermediate ASA film speeds now or in the future can be made. This will allow the use of ASA film speeds, rated between ASA 16 and, in the future, ASA 640.

Correct Exposure Using Green Filter

The meter is also marked for the use of the green filter. When the green filter is in place, lining up the green dot gives correct exposure, automatically compensating for the filter factor.

Use of the Neutral Density Filter

As you know, outdoor exposures with ASA 25 and ASA 50 film are normally somewhere between 1/50 and 1/1000 second. With the faster films such as ASA 200 (Kodak Tri-X) and for very bright scenes, such as beach scenes in brilliant sun or glacier and high mountain areas, even 1/1000 second may produce over-exposures. The shutter speed scale of the Minox cannot be turned past the 1000 mark. However, with the neutral density filter before the lens, the exposure meter is automatically switched to enable you to shoot in brightest areas.

For close-up flash shots, the neutral density filter also works wonders. For example, below is a chart showing distances from camera to subject when using the neutral density filter for close-up flash shots.

"Individualizing" Your Exposure Meter

As with all exposure meters and cameras, varying tolerances, individual measuring methods, or preferences in picture quality may make it desirable to use other ASA numbers than those recommended by the film manufacturer. If your films are consistently over or

(Continued on Page 7)

Film Rating	Minox B/C Flash with M-2 bulb	Minox Electronic Flash Unit
	with fan reflector	
ASA 25	5 — 7 ft.	2½ — 3 ft.
50	8 — 10 ft.	3½ — 4½ ft.
100	10 — 12 ft.	5 — 7 ft.
200	14 — 18 ft.	7 — 9 ft.

These distances apply in rooms with light colored walls

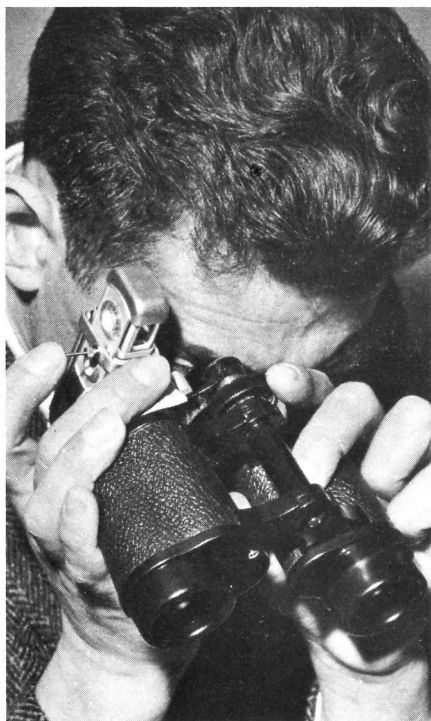
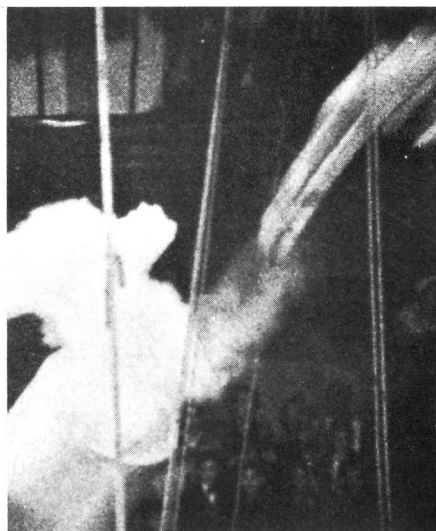
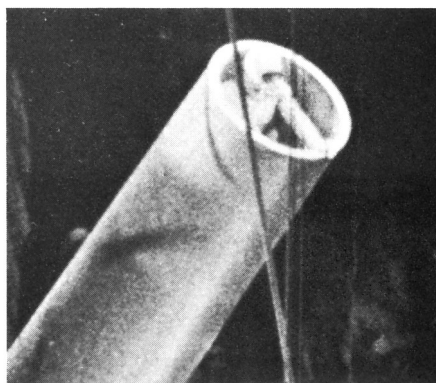
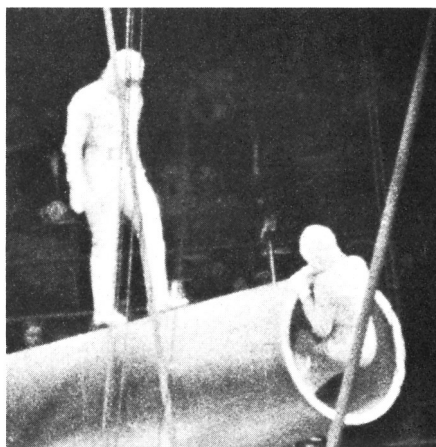


PHOTO CHIEF IS MINOX BOOSTER

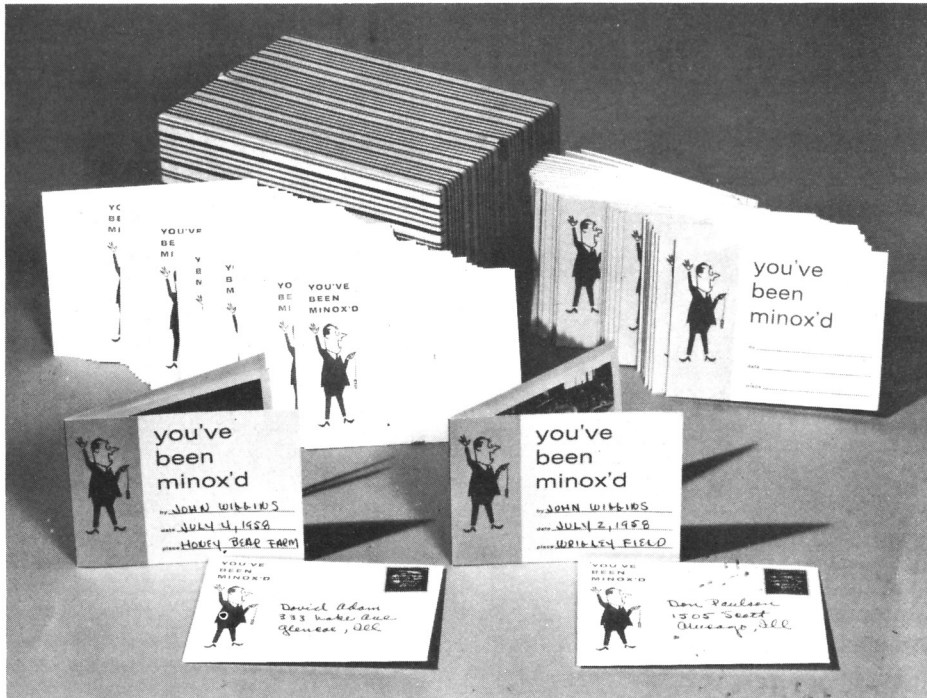
Minox photography is rapidly increasing in popularity with professional as well as amateur photographers who enjoy the camera's extreme portability, ease of operation, and ability to capture fast action.

The June 16th issue of NEWSWEEK emphasized the growing importance of ultra-miniature cameras by carrying a full page picture story, showing Minox prints taken by Ed Wergeles, NEWSWEEK'S Cover Director and Chief of Photography (above left) who took the circus pictures on this page from an arena seat with his Minox, using binoculars and Minox Tri-X film. We think his photo of the man being shot from the cannon is particularly spectacular . . . pointing up the tremendous speed with which Minox freezes action.



Reproduction Courtesy of Newsweek

NEW "YOU'VE BEEN MINOX'D" GIFT BOX AVAILABLE



"You've Been Minox'd" picture mounts, which were introduced last year, have proved so popular for public relations and personal use that Minox Processing Laboratories have produced the new gift box of mounts illustrated above. This handsome brown and gold-striped box contains 50 individual "You've Been Minox'd" folders and 50 matching envelopes. Folders provide space for your name, date the picture was taken and the place. Each gift box sells for \$2.95.

"You've Been Minox'd" mounts are ideal for business public relations and are used regularly by hundreds of executives who photograph business associates and clients and then present the photo to them at a later date, providing a permanent reminder of the meeting

and the firm. A "You've Been Minox'd" print is also a warm personal gift that is much appreciated by family and friends.

The standard "You've Been Minox'd" package, containing 25 photo mounts without envelopes, is still available at the price of \$1.00. Both assortments may be ordered from Minox Processing Laboratories, P.O. Box 94, Forest Hills 75, New York.

There are some women who do not like passing on gossip. They are content with inventing it.

—Juliette Greco

Censorship is like an appendix. When inert, it is useless; when active, it is extremely dangerous.

—Maurice Edelman

COOPER BOOK PROVES POPULAR WITH MINOX'ERS

Since we reviewed "Ultra-Miniature Photography" by Joseph D. Cooper in the Spring issue of the Minox Memo, we have literally been swamped with orders from both new and practiced Minox'ers who are interested in taking better Minox pictures.

Written by one of the country's leading authorities on the ultra-miniature field, this book serves as a complete one-volume guide to all phases of ultra-miniature photography by compiling data and instructions for using ultra-miniature cameras, with special emphasis given to the Minox and its accessories.

In simple, easily understandable language, Dr. Cooper's book covers all details and techniques of ultra-miniature equipment, shooting, film development, enlarging and printing, as well as tips on how to work with ultra-miniature cameras, films, filters, lenses, developers and enlargers for best results in color and black-and-white, telephotography, prints, enlargements and slides.

If you have not yet read "Ultra-Miniature Photography," you may order it direct from Minox Processing Laboratories at the price of \$3.95 or from your nearest authorized Minox dealer.

WE NEED YOUR HELP!

It is our desire to make every issue of the Minox Memo a worthwhile investment in reading time on your part. We are constantly on the lookout for good stories and material, both from our readers and from other sources . . . especially on industrial and professional uses of the Minox.

Any interesting comments or ideas from readers merit space in the Minox Memo, properly identi-



ARE YOU A TWO-MINOX FAMILY?

We didn't know what we started when we introduced the Minox B Automatic Camera a few months ago . . . for it uncovered a host of Minox'ers who wanted the new camera, but couldn't bear to part with their trusty Minox III-S. The result? Hundreds of Minox enthusiasts now own two Minox cameras . . . and from the letters we've received, we hear that neither one gets much rest.

Most "double Minox'ers" now carry both cameras with them, the standard Minox loaded with Tri-X film for indoor shots with available light, and the Minox B loaded with ASA 25 or color film for outdoor use.

From all indications, it will soon be just as fashionable to be a two-Minox family as it is to have a (filled) two-car garage.

fyng the author. Wherever possible, send along pictures to illustrate your story. Problems are also welcome.

Remember, this is **your** Minox Memo . . . let us hear from you soon.

BE AN EARLY BIRD . . . ORDER YOUR PERSONALIZED CHRISTMAS CARDS NOW

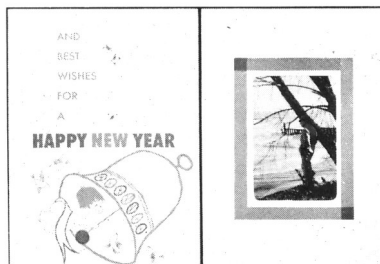


Seems like we've just finished sweltering through the summer, and yet, if you check your calendar, you'll find that Christmas isn't too far off to make certain holiday plans now. For example, this year you'll undoubtedly want to send truly personal Christmas cards, made from your own favorite Minox prints.

Two striking cards are again available from Minox Processing Laboratories. Your black-and-white Minox shots will be shown to their best advantage with the attractive black-and-white card shown above . . . a "Season's Greetings" message with an overprint of contemporary pines. This card is designed to incorporate your family portrait, outdoor scene, home, pet or other shots of great appeal. Select your favorite Minox negative, return it to Minox Processing Laboratories, and we will process your order immediately. Twenty-five cards with their own sparkling Silverflake envelopes are available at a cost of \$6.95 per box of 25 cards. Either vertical or horizontal prints can be used.

Your best color shots will make an unusually beautiful Christmas greeting when mounted in the Silverflake folder shown at right. These ultra-modern greeting cards have been designed and illustrated in a gay holiday mood and appropriate holiday colors, and are boxed with 25 matching Silverflake envelopes for \$13.95 per box of 25. To order, simply submit your Minox color negative to the Laboratories. Only vertical Minox color prints can be used.

Hundreds of Minox'ers were disappointed last year because they placed their Christmas card orders too late for delivery. Don't let it happen to you. It's not too early to order your Minox Christmas cards now . . . and won't it be wonderful to get this "chore" of selecting your greeting card for 1958 over before the rush?



MINOX B BOASTS IMPROVEMENTS (Cont'd.)

under-exposed, the meter should be set to a higher or lower ASA number than the one shown on the film box.

For best results it is advisable to use the "professional" method of making a test film with different exposures of various subjects, which will establish the correct setting for your individual use once and for all.

Correct exposure measurement will give you the best photos, and here are a few basic rules you should always follow:

1. The front window (cell) of the meter must be completely unobstructed to give a correct reading. Don't let a finger cover the window—see the Minox Owners Manual for the correct camera hold.

2. Give the meter two or three seconds to measure the light while you hold down the meter button. Letting the button go too quickly may cause the needle to lock before it has reached the full reading.

3. **ALWAYS MEASURE THE IMPORTANT PART OF A SCENE.** In a landscape, for instance, the sky should not be included in the viewfinder while you are taking the meter reading. Point the viewfinder downward until most of the sky is no longer visible. Thus, you will get a correct reading for the trees, fields, houses, etc. which are important for the picture. Of course, when you actually **take** the picture, you may include the sky.

4. Similarly, if you take snapshots of people in the snow or in front of a light colored wall, remember that the people are important, not the background. To get correct exposure, approach with your camera until you see in the viewfinder only the person or group you want to snap. Only then do you press the meter button to get your reading. Of course, after you have deter-

mined the correct exposure, you may step back and include the background in the actual picture.

5. If it is inconvenient to make such a close-up measurement, you can use the so-called "substitution" method by measuring the brightness of your hand or some subject that is similar to, and receives the same light as the subject.

6. Close-up measurement is also used in back-lighted (against-the-light) shots. Measure only the important subjects which are actually in the shade! Where this is impractical—for mountain scenery, for instance—use this rule of thumb. Take the reading by pointing the camera at the full scene; however move the shutter speed scale one step to the right for taking the picture. (If the reading is 1/200, move the shutter scale to 1/100 second.)

7. The rules for back-lighted subjects also apply to color pictures. In fact, very judicious measuring is essential for all color pictures. Whenever possible, use the close-up measuring method for pictures of people. Where this is not possible, the following modifications will be found helpful:

PRINCIPAL SUBJECT IS IN THE SHADE — use one-half to full step **LONGER** exposure

SNOW — use full step **LONGER** exposure

SCENES WITH MUCH GREEN FOLIAGE (except open landscapes)—use one-half step **LONGER** exposure

DULL, OVERCAST DAY — use one-half to full step **LONGER** exposure

LET'S REVIEW BRIEFLY: Don't cover exposure meter cell window—Give the meter needle two to three seconds for correct measurement—Measure the important part of the picture—Use close-up measurement whenever possible—For color shots allow **LONGER** exposure under certain conditions.

A CAMERA IN THE HAND . . .

By Arthur C. Popham, Jr.



On this Wyoming moonscape an antelope 100 yards away . . .



looks like this to the Minox through your spotting scope . . .

Editor's Note: Mr. Popham, a Kansas City attorney, has long been interested in big game hunting and, as a result of his many hunts in this continent and in Africa, he has had several feature articles published in *Outdoor Life Magazine*. Since acquiring his Minox several years ago, he has used it constantly and feels that the camera is an invaluable companion on his hunting trips. This is his story on his use of the Minox for telephotography.

It has been a pleasant pack-trip into far-away game country, and at last you've spotted a ram with stove-pipe horns that make your pulses pound. There will be a long, hard stalk to reach him, and it's no time to be hampered by dangling cameras or any excess baggage that might jeopardize this great chance.

You spend several unforgettably exciting hours climbing to within range, and finish the stalk with joyous success. There lies your prize, magnificent even in death. It's the



and comes in closer to show off his eyelashes.

triumphant culmination to months of planning, days of travel, and hours of exhaustion. It will never quite be duplicated, and how much you want pictures of it! But the camera? Ah, yes—back at the foot of the mountain. Suffering a few such experiences has made me treasure my tiny Minox camera . . . it's always there when I need it.

Ordinary use of the Minox with its omnipresence is fun enough, but for me the real excitement comes in its telephoto role, when I can capture the picture of far-off game seen through binoculars or a powerful spotting scope. A simple, weightless, pocket-size mounting bracket makes this readily possible.

For this telephoto use, focus of the camera is set on infinity. Focus of the binocular for the camera in relation to the user's eye depends

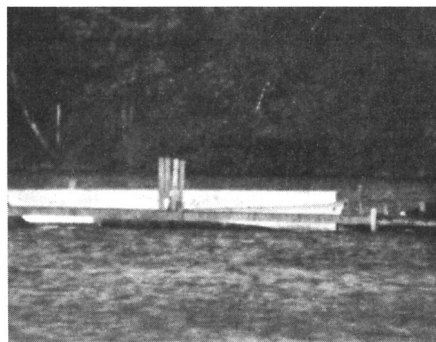


The docked boats $\frac{1}{4}$ mile away . . .

on the user's individual setting, and must be determined just once by trial and error. To do this, put the binocular or scope on a tripod and focus sharply for your eye through the 'scope on an object of approximately known distance. Affix the camera to the eyepiece and take the picture. Then take successive pictures with the eyepiece turned one "hour" and two "hours" respectively clockwise and counter-clockwise.

Make notations for each picture, noting the subject, number of the frame, and sequence of turning the eyepiece. Do this for several distances, say 20 yards, 50 yards, 100 yards and 300 yards. Use different subjects for each set of pictures. When they are processed, compare the numbered negatives with your notes. A regular pattern will appear, showing the setting at which you get the sharpest pictures. (If you have a strong eyeglass correction, shoot pictures farther around the clock when testing.)

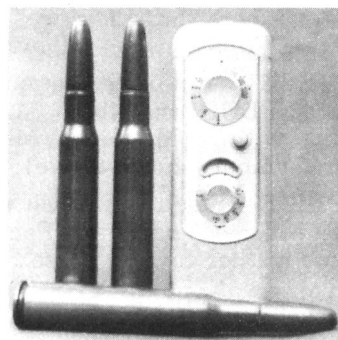
Exposure setting for the camera depends on the light transmission of the telescope used. On my 9x35 binocular, about $1\frac{1}{2}$ times the exposure for the scene without the scope works well. The 20X prismatic spotting scope takes twice the normal exposure. If the object in the field to be photographed is dark, expose longer.



show sharply through the 20X 'scope.

With binoculars you have the other tube as a perfect continuing viewfinder. If you don't use a tripod, make sure you are in a position to hold the glasses steady. The real thrill is in using a spotting scope of 20X or more. Results have been amazing to me . . . the pictures illustrated here will give some idea of the possibilities.

With the scope on a tripod, focus carefully on the subject and lock into position. Make the predetermined eyepiece correction to zero for the camera, clamp on the camera bracket (being sure neither scope nor subject has moved), and press the cable release. That's all. You'll catch that distant ram, buck or bull just the way you saw him. What's more, you can enjoy the thrill of it long after you get home, because your Minox was **with** you!



And you carry your Minox like a couple of extra .30-'06 cartridges.

YOUR NEXT SHOT COULD WIN SECOND MINOX PHOTO CONTEST!

The next time you open a box of newly processed Minox film, study your prints a little more carefully than usual . . . for one or more shots may be potential winners in the Second Minox Photo Contest, now in progress.

Because the Minox is widely used for both business and pleasure photography, entries will fall into either the "Business" or "Pleasure" division. Commercial, industrial or business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc., will fall into the "Pleasure" classification.

THREE RENOWNED JUDGES

Entries will be judged by three famous photography experts: JOSEPH D. COOPER, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine; DAVID B. EISENDRATH, JR., Technical Editor of Industrial Photography Magazine; and BOB SCHWALBERG, Technical Editor of Popular Photography Magazine.

TEN AWARDS IN EACH DIVISION

Duplicate prizes will be awarded winners of both the "Pleasure" and "Business" divisions, as follows:

1st PRIZE — Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol (shown above).

2nd PRIZE — Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

3rd PRIZE — Minox Slide Projector for black-and-white or color. Leather carrying case included.

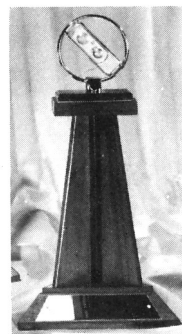
4th, 5th, and 6th PRIZES — Mi-

nox 3 oz. B-C Flash Unit with folding fan reflector.

7th, 8th, 9th and 10th PRIZES—

Minox Right-Angle Finder Mirror. Permits

around-the-corner picture taking.



CONTEST RULES

Following are the rules of the Second Minox Photo Contest:

1. Prints must be Minox photographs taken between May 1, 1958 and January 31, 1959.
2. All entries must be postmarked before midnight, January 31, 1959.
3. Print size must be 2¼"x3¼" or larger. Negative must be available for future prize prints.
4. Enter as many prints as you wish in one or both divisions of contest.
5. Each print submitted must contain the following on back:
 - a. Classification of entry—either "Business" or "Pleasure."
 - b. Contestant's name, address, city.
 - c. Type of film used.
6. Minox photographs in "Pleasure" division will be judged on interest and artistic superiority.
7. Minox photographs in "Business" division will be judged on useful application of Minox to business or industry.
8. Prize-winning pictures become the property of Minox Processing Laboratories, and must be released for publicity purposes.
9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.

MAN AND MINOX (Cont'd.)

public relations for me! What good will! What sales promotion! What "remembrance value" for Elmer!

ME AND MY MINOX

So I say, Minox sells me. I don't sell Minox. It sells me. In fact, it sells me twice . . . once when I take pictures of people; twice when they receive the prints. Each time they have Elmer on their minds, desks, or in their homes.

It's a great sales gimmick. Real showmanship in selling, and one any salesman who can point a camera and press a button can have for himself, his line, his business. No need to run around with a camera strapped over your neck; no need to say, "Wait until I get this tripod business set up." No need for any of this confusion that certainly won't make a friend of a customer. But when you snap him, between a sentence he is saying (yep, it works that fast), then you have created interest. "What's the gag?" he asks, and you say, "I'll send you a picture of yourself and you'll see." No gag. But business promotion.

WEAR A MINOX YOURSELF

I say you "wear" a Minox. Wear it like a cigar lighter or a pocket book. It's with me at all times, for when it isn't, I miss even the 3¼ ounces of weight in my right-hand pocket. I don't need a light meter now. This new Minox B has one built in, so I have even less to carry around in my business promotion.

As I say in my new book, **How to Sell When Selling Is Tough**, "Minox should be in every salesman's kit."

WELL WORTH WAITING FOR

The introduction of the Minox B just a few months ago has been remarkable from all sales statistics. There has been a literal rush of present Minox owners as well as new Minox-wanters to the photographic counters throughout the country . . . and the demand has, to date, far exceeded the supply. If your dealer is currently out of Minox B cameras, we hope that you will be patient.

Minox B cameras are arriving weekly in growing quantities from the factory in Germany, and although the factory has been producing on a double shift, 700 Minox craftsmen cannot immediately fill the world's pipelines to meet the demand for their outstanding new photographic achievement. The Minox B is precision-made with extremely critical tolerances. Each camera is subjected to hundreds of separate inspection controls and it is impossible to press a button and have Minox cameras come off the production line as quickly as mass-produced products of packaged foods.

We suggest that if you have been thinking about getting a new Minox B, or if you expect to give someone the Minox B for Christmas, it is certainly not too early to place your order with your dealer. Ask to see a demonstration. He may have one on hand for this purpose.

The Minox B is well worth waiting for.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.



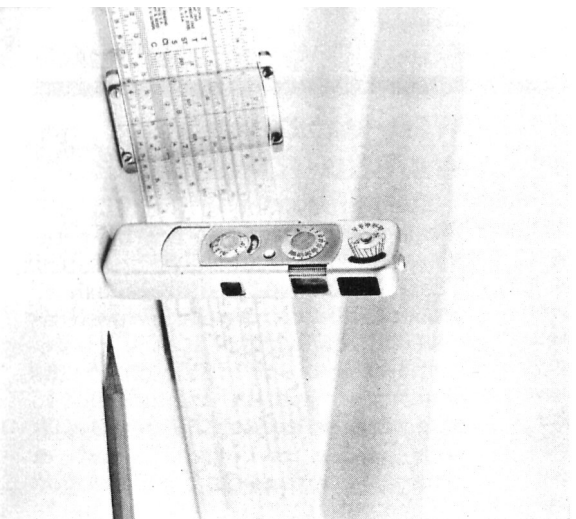


MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

PRECISION ENGINEERING UNSURPASSED

See Page 2



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MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 1 number 8

WINTER/1958-1959

Don't Underrate Ultraminiature Cameras

By Ed Feingersh

Editor's Note: Ed Feingersh is famous for his 35-mm photojournalism, and just recently he broke the "ultraminiature barrier" by venturing into a new world of Minox photography. The following article originally appeared in the September issue of *POPULAR PHOTOGRAPHY*. We are reprinting it here because we feel his experience will be an invaluable aid to other Minox enthusiasts. All the superb photos accompanying this article are by the author. Reproduction courtesy of Popular Photography.

The picture at the right was made with a Minox camera. The negative is 8-mm wide and 11-mm long—about the size of the nail on your small finger. The original print is much bigger than our reproduction. Made on 16x20 paper, it's about a 35 times linear enlargement of the negative. If I had made the print from a 35-mm negative I'd consider the quality excellent. Because it came from a Minox I consider it little short of incredible.

When I showed this print to other photographers, they didn't believe me when I said it was made with a Minox. Frankly, I'm still a little amazed at the fine quality myself. However, this picture is the end result of an experiment which involved using a thin-emulsion film and UFG developer. The combination works.

Like many photographers, I had for some time considered the ultraminiature as a camera just a step above a toy. I knew that one or two quality instruments had been around for some time, but as a 35-



mm photographer I felt I had no real need for them. Some miniatures were exploited as sneak cameras by photographers who made pictures where cameras were not allowed. To me, these cameras seemed little more than expensive luxuries.

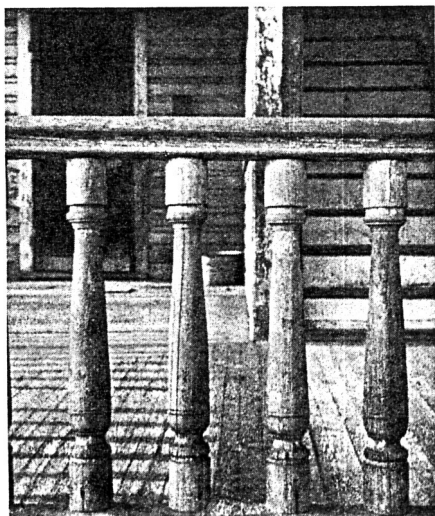
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Ultraminiature (Cont'd.)

Three reasons tempted me toward miniatures. First, I wanted a camera I could carry in my pocket at all times. Second, I wanted a really good viewfinder that would allow me to exercise my shooting eye, whether I took pictures or not. Third, I wanted a small negative because the smaller the negative area, the greater the demand for disciplined shooting and processing techniques.

Looking over the field I found a number of really good miniatures, but I fell in love with the Minox. I like the Minox (my camera is a black-finish Model III-S called the "Private Eye") because it's tiny, weighs almost nothing, is precision built, and has a beautifully bright viewfinder.

My first Minox shooting was with Tri-X high-speed film. The results were grainy but exciting. I enlarged every negative on the roll, and from this shooting I found that I could hand-hold the camera even at the slowest speeds. All the photographs in this story were made with a hand-held camera.



ASA 50 film holds middle tones over great

From my experience, I feel that any good 35-mm photographer can learn to use an ultraminiature effectively in a very short time. There is no real trick to the technical side—just care and cleanliness, plus the right film and developer combination. For my work, I use UFG, as I stated before, for about 3 minutes at 60 degrees with slow, thin-emulsion films. I keep all of my solutions as clean as possible. A speck of dirt can ruin a print. I process with the Minox Daylight Loading tank.

As for choice of films, the thin-emulsion ASA 25 and ASA 50 Minox films are the ideal choice for most situations. Since the film magazine system that the Minox uses enables you to change emulsions in the middle of a roll (losing only 2 or 3 frames) it's a good idea to carry both slow and fast films in your pocket all the time. Before using Tri-X in ultraminiatures you should make some tests so you have a basis for judging exposures. I think close-ups are much more effective than long shots when using the "grainy technique."

On the shooting side, I restrict myself to light where I can use either the ASA 25 or the ASA 50 film. Ultraminiature film sizes just aren't as "pushable" as the larger 35. All the things that apply to 35-mm work—such as holding the camera steady, composing for full frame coverage, and correct developing—apply directly to good miniature technique.

Exposures must be critical! If you're going to be off in exposure, though, it's better to under rather than over-exposure. In fact, I find that if I slightly underexpose my shots I get better quality. Cleanliness is an absolute **must**. Dust and dirt must be kept out of your camera. Film must be handled with care.



To achieve desired pebble-like-grain quality, Feingersh shot from 12 inches away, using ASA 200 (TRI-X) with available light, exposing at 1/20 second.



Candle was sole illumination and camera was hand-held, using ASA 50 film, exposure at 1/5 second.

I believe the serious miniature photographer should process his own negatives, but, if for some reason he can't, there are labs like Don Thayer's Minox Lab which do high quality subminiature processing.

I'd like to pass on the following words of advice:

1. Start with the slow, thin-emulsion films and use them under good lighting conditions until you find your way. First learn how **good** miniature quality can be and not how far fast miniature films can be pushed.
2. Make up your mind that you will guard your negatives against

the specks of dust that can create calamity in ultraminiature work.

3. Don't be satisfied with just "images." Get the best quality you can out of each negative. This effort will pay off not only in subminiature work but in any other printing that you will do. If you can get **excellent** quality from ultraminiaures, you can get **superb** quality out of 35-mm.

4. Don't shoot first and think later. Whenever I hand my Minox to someone and tell them it's loaded, they start shooting pictures a mile a minute. They seem to forget all

(Continued on Page 15)

HARPER'S BAZAAR TO STAR MINOX

In perhaps the greatest advertising-public relations coup in camera history, the Minox will virtually take over the January 1959 issue of Harper's Bazaar!

Fascinated by the intricacies of a precision camera with built-in exposure meter that weighs mere ounces, the editors of this top fashion magazine have devoted a twelve page merchandising section to a clever picture story that follows the heroine through a series of adventures in Florida, as seen through the eyes of a private detective who captures her travels with his Minox B Private Eye. You'll want to see this issue of Harper's Bazaar . . . it should be great and go far in making those gals we love "Minox-sexed."

Although Minox B cameras are arriving by air on regular schedule from the factory in Germany, it is impossible to keep pace with the demand. The Minox B is made with extremely critical tolerances, and each camera is subjected to hundreds of separate inspection controls. The factory is producing on a double shift, but they refuse to sacrifice quality for quantity. This assures you that every Minox B will meet the same high standards that you have learned to expect from all Minox products.

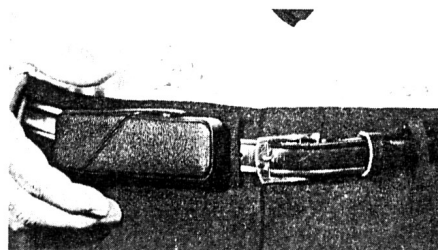
WANTED! MEMBERS FOR NEW BOSTON MINOX CLUB

Minox'ers in the Boston area will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Arthur Frank, 40 Brookdale Road, Natick, Massachusetts. Mr. Frank has advised us that he is currently making plans

for the formation of a Boston Minox Club, and he's anxious to hear from Minox'ers in his area who would be interested in joining. You may contact him at the above address or by calling his home, Cedar 5-2265. Come on, all you Boston Minox'ers . . . we hope that the next issue of the Minox Memo will carry news of a big turnout at the first meeting of the new Boston Minox Club.

By the way, if any Minox'ers in other parts of the country would like to start their own Minox Club, just send us your name . . . and we'll publish the notice in the next issue of the Minox Memo.

NEW MINOX BELT CASE IN COLORS



For the ultimate in convenience, nothing can touch the new Minox Belt Case. Custom-crafted in hand-finished leather, this fashionable case actually lets you wear your Minox . . . and its choice of colors makes it equally suitable for men and women.

Now available in jet black, warm brown or chinese red leather, the Minox III-S belt case is priced at \$4.50, and the Minox B belt case at \$5.50. Both are now at your authorized Minox dealer.

They say that walking is a lost art . . . but one must still get to the garage some way.

MINOX ELECTRONIC FLASH CAPTURES MAGIC MOMENTS

Wintertime usually means the family spends more time indoors . . . you entertain at home more often . . . and the living room becomes a center of family gatherings. Capture those magic moments of the approaching holidays with the featherlight Minox Electronic Flash that allows you to carry your own private sun. The Electronic Flash eliminates the necessity of carrying a supply of flash bulbs—the flash tube will yield over 10,000 flashes.

The color quality of the light emitted by the Minox flash tube is similar to natural daylight, making it suitable for exposing daylight type Minox color film as well as black-and-white. The power pack recharges itself every 5 seconds.

Recommended shutter speed for flash exposure is 1/200; however, there are three variable factors to consider when selecting a shutter speed: light output, film speed and reflectance of your subject. Since the 1/200 shutter speed is recommended for rooms of average size and color, and subjects in a medium shade of clothing, you must adjust for non-average conditions.

High ceilings, large rooms or dark walls give very little reflectance; therefore, when shooting in a large room or auditorium, or a subject in dark colors, you may need more light or a faster film. On the other hand, in a very small or bright room, you may have to cut down on the amount of light from the flash.

Light from the Minox Electronic Flash may be regulated by pulling the reflector in or out. The flash tube gives maximum light when pulled out fully. If left inside the flash head, its effective light is considerably reduced. Intermediate positions yield intermediate amounts of light.

Two types of reflectors may be used with the Electronic Flash. One is the folding fan reflector which has a satin finish with a tiny textured pattern. The light is softer though less concentrated, making the fan reflector preferable for close shooting. The High Efficiency Color Reflector is a bowl-shaped design which concentrates its rays and, therefore, is preferred for distance or for shooting color.

The tables below give full exposure information for films of varying speeds. Remember that the slower film ratings have finer grain and will give you better pictures. Good shooting!

FOR MINOX ELECTRONIC FLASH WITH BATTERY

FILM RATING	When using FAN REFLECTOR, shoot at distances from:	When using POLISHED REFLECTOR, shoot at distances from:
ASA 25 film	3 ft. to 8 ft. from subject	7 ft. to 15 ft. from subject
ASA 50 film	5 ft. to 12 ft. from subject	9 ft. to 20 ft. from subject
TRI-X	9 ft. to 20 ft. from subject	15 ft. to 30 ft. from subject
ANSCOCHROME	3 ft. to 5 ft.	6 ft. to 8 ft.
DAYLIGHT ASA 32		

FOR MINOX ELECTRONIC FLASH WITH AC POWER SUPPLY

FILM RATING	FAN REFLECTOR	COLOR REFLECTOR
ASA 25	5 ft. to 9 ft.	8 ft. to 15 ft.
ASA 50	8 ft. to 15 ft.	10 ft. to 20 ft.
ASA 100	10 ft. to 20 ft.	15 ft. to 25 ft.
TRI-X	15 ft. to 25 ft.	20 ft. to 40 ft.
ANSCOCHROME	6 ft. to 8 ft.	9 ft. to 11 ft.
DAYLIGHT ASA 32		

NOTE: When using color film in room with dark colored walls reduce distance from camera to subject by 1 ft.

MARX'S MINOXOLOGY



Editor's Note: This is the second in a series of articles written for the Minox Memo by Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, and one of the world's most ardent Minox'ers. Mr. Marx, who won first prize in the Pleasure division in last year's Minox Contest, is also president of the Sub-Miniature Camera Society of Cincinnati. He recently returned from a two-month European trip on commission by an outdoor magazine to do a story on the fisherman's use of Minox.

Last time our Sub-Miniature Camera Society met, our discussion topic was "How to Get Better Pictures with Minox." Each member brought along examples of pictures that he thought were good and bad, and we each had a turn at offering compliments and criticisms.

Most of our members are men like me—fascinated with the simplicity and portability of Minox, but inexperienced in the technical side of photography. After the meeting, I made a list of twelve hints to help my fellow amateurs toward better Minox pictures. These suggestions are in addition to the ones which I gave in the Spring issue of the Minox Memo.

1. Visit your local camera club—there is one, perhaps several, in most cities. If you like the people you meet, join. This will give you an opportunity to exchange experiences and learn to apply other's ideas. If you have no camera club, find out the names of other Minox'ers from your local camera dealer and visit them to exchange ideas and know-how.

2. Get the habit of wearing your Minox every time you dress. Make it as important a piece of personal attire as your wristwatch. Then you will be ready when the picture opportunities come along.

3. Buy several scrap books or the new Minox Photo Album. Mark each book with a separate title. For instance, I have albums of Family, Friends, Famous Personalities, Fishing, Mood Shots, Key West and Europe. You might want to have have some entitled Children, Dogs, Sports or even Business.

4. Keep a large envelope handy for what I call "Culls and Bloopers." The undesirable pictures should be placed in this envelope. Be selective. Every few months go over your culls and bloopers. Remember that time changes ideas. What you think is a good picture today may look bad to you tomorrow . . . or vice-versa.

5. Shoot more pictures. The solution is to sew a button for attaching the leather tab of your Minox chain just inside the flap of your trouser pocket or under your lapel . . . or purchase one of the new Minox belt cases. In this way you will be more likely to take pictures frequently since you will have your camera with you at all times.

6. Some beginners are so critical of their early efforts that they give up too soon. It is good to be critical, as this makes for improvement. Perhaps your pictures are better than you think. However, don't be like some people who are simply enamoured of "their own children."

7. When you show your pictures to people, do not express your opinions, but listen carefully for theirs and especially watch the expression on their faces and see where their eyes travel.

8. If you find your interest lagging, go over your pictures that you and others think the best. Select one negative and have an enlarge-

ment made. Frame the picture and hang it where you can see it often. Now that you know that you are able to get good results with your Minox, you will be encouraged to take more pictures.

9. Save your negatives so you can find the one you want. The first thing I do when my negatives are ready for printing is to make a list of the pictures on the outside of a large envelope. I then carefully put the negatives inside the envelope for future reference—marking the year and the places at which the pictures in that roll of film were taken, and store them in a cool, dry place.

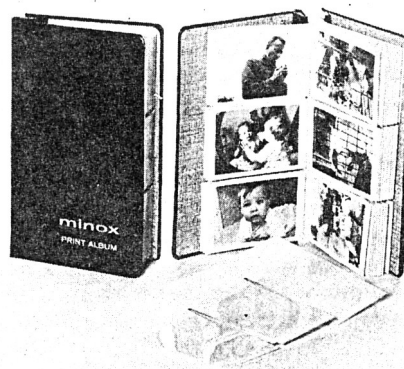
10. I am surprised at the number of Minox users who do not own a flash attachment. For those who like to use slow film (I use only ASA 25), it is extremely desirable to have a flash attachment for indoor shots or for fill-in flash where you are shooting against the sun and part of subject nearest you is in too much shade to show detail. If portability is what you want, the B-C Flash weighs only 3 ounces. If excellence of print is desired, I recommend the Minox Electronic Flash.

11. There is no better greeting card than a picture that you have taken of someone. The thoughtfulness of sending his or her picture is always appreciated. People forget just another greeting card, but they never stop enjoying pictures of themselves.

12. There is an inborn human desire to create. Right now while you think of it, why not go through your Minox shots and pick the best ten—then go out armed with the desire to take more of this same kind . . . but better.

The first taste of creating something beautiful is like the first taste of love. The world is full of lovely pictures. Create yours with a Minox.

NEW MINOX PHOTO ALBUM AVAILABLE



In answer to the growing demand of Minox'ers for a compact, expandable portfolio for Minox prints, a handsome new Minox Photo Album has been developed, containing transparent plastic pockets for 102 standard-size Minox prints.

The album, which measures 9¾" x 6", is finished in smart brown simulated leather with padded cover. Its concealed binding posts can be extended to hold an unlimited number of Minox prints, through the addition of plastic refill packages which each hold 48 standard-size Minox prints.

The Minox Photo Album is priced at \$6.95; the refill, complete with extension posts, is priced at \$2.25. Both are now available from your authorized Minox dealer.

To err is human. To blame it on the other party is politics.

What it takes to make a house look lived-in is Sunday.

The biggest drawback to educational television is that most children want to major in cowboys and Indians.

EGGSHELL? GLOSSY? MAT WHITE?

You Can Now Specify The Paper Finish You Desire For Your Minox Prints.

For the last three years, Minox Processing Laboratories has been returning your finished prints on imported Leonar eggshell paper . . . most Minox'ers seem to prefer the fine quality that this sepia-toned paper affords. However, with the increase of Minox users and especially from the growing number of professionals who use the Minox in their work, we have been receiving more and more requests that we also return prints with a glossy finish that can be used for reproduction purposes, or a mat white finish.

It probably has not been clear to our customers that a choice of paper has always been available, and we are sorry that you were not aware of this. Therefore, from now on you may specify the type of paper you desire for your finished prints—either eggshell, glossy or mat white. Please don't ask for different papers on one cartridge, as this is impossible. Print price is the same in all finishes.

THE MEMO WANTS TO HEAR FROM YOU!

If you enjoyed reading this issue of the Minox Memo, credit is due, in part, to your fellow Minox'ers who took the time to drop us a note, explaining their Minox technique or personal use of the Minox. We are constantly on the lookout for good stories and material, both from our readers and from other sources . . . especially on industrial and professional uses of the Minox.

Any interesting comments or ideas from readers merit space in the Minox Memo, properly identifying the author. Wherever possible,

your story. Problems are also welcome. Address your letters to Minox Memo Editor, Minox Processing Laboratories, P. O. Box 94, Forest Hills 75, N. Y.

Remember, this is **your** Minox Memo . . . let us hear from you soon!

IMPORTANT NOTE . . . SEND INSTRUCTIONS WITH YOUR FILM

Help, help, help . . . occasionally a mix-up occurs on processing orders and one of the causes is that some customers send special instructions under separate cover, instead of including them in the mailing bag with their film. You can imagine how difficult it is to receive film to be processed on one day . . . and a few days later receive a letter with special instructions for developing and/or printing. It is virtually impossible to match the two, as you can well understand. So . . . CAUTION! IF YOU ARE GOING TO SEND US SPECIAL INSTRUCTIONS FOR YOUR PROCESSING WORK, MAKE SURE THAT THEY ARE ENCLOSED WITH YOUR FILM, AND NOT SENT UNDER SEPARATE COVER.

Thank you very much.



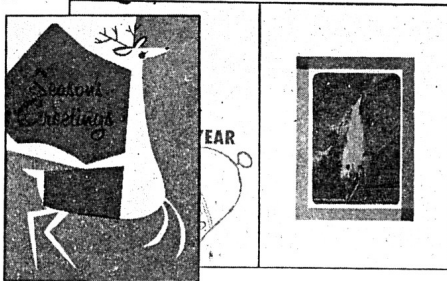
"He looks just the type to have a Minox

SEND PHOTO GREETINGS MADE FROM YOUR OWN MINOX PRINTS

Christmas is just around the corner, and if you haven't yet ordered your photo greeting cards, there's not a minute to lose. You'll certainly want to send truly personal Christmas cards this year—made from your own Minox prints.



Minox Processing Laboratories offers a choice of two striking Christmas cards to incorporate either black-and-white or color Minox prints. The attractive black-and-white card shown above was designed to show to best advantage a favorite scene of your entire family, children, home or pet. Boxes of 25 cards with Silverflake envelopes are available at a cost of \$6.95 per box. Either vertical or horizontal prints can be used.



An ultra-modern Seasons Greetings folder, designed in appropriate holiday colors and lithographed on sparkling Silverflake, is perfect for mounting your best Minox color print, which can later be removed and preserved in an album. Boxes of 25 folders with 25 mounted color prints and matching Silverflake en-

velopes are available for \$13.95 per box. Only vertical Minox color prints can be used.

In order to insure delivery in time for Christmas mailing, no orders can be accepted after December 10th. Don't miss out . . . send the black-and-white or color negative of your choice to Minox Processing Laboratories today!

MINOX "ON THE AIR" IN BOSTON



Although the ultra-miniature Minox is small, it plays a mighty big part at any show it attends. This was true recently when the Jordan Marsh Co. of Boston asked Kling Photo Corporation, exclusive importers of the Minox, to take part in a ten day Photographic Exhibition at their main Boston store.

Len Wickens, regional representative for Kling in the New England area, was on hand at the show to answer questions about the miniature marvel, and he also gave a 45-minute lecture on "The Ultra-Miniature Minox—Photography in the Palm of Your Hand 24 Hours a Day."

The new Minox B created such a sensation that noted interviewer Priscilla Fortescue of Radio Station WEEL, Boston, heard about it, and invited Len to appear on her show for an informal chat about the Minox and its many accessories.

EXCITING CHRISTMAS GIFT IDEAS



MINOX ELECTRONIC FLASH

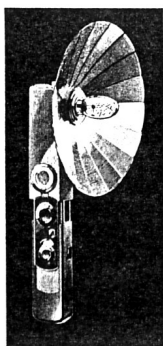
Give the very special Minoxers on your list the world's smallest, lightest, easiest-to-use Electronic Flash. Weighs a mere 24 oz. . . . can be carried over the shoulder or in pocket or purse. Gives rapid succession flash exposures at less than 1¢ per flash. Includes genuine leather case, flash head and fan reflector.

#6510 (less battery) \$82.50

#6523 Eveready 491 Electronic Flash Battery \$7.95

#6521 Minox Electronic Flash A-C Power Supply \$4.95

#6522 Minox High Efficiency Color Reflector \$2.50

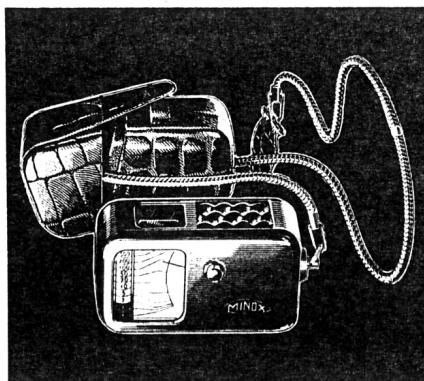


MINOX B-C FLASH

They'll all love this 3 oz. flash unit with collapsible fan reflector that folds to pocket size. Uses inexpensive M-2 bulbs.

#6541 (less battery) \$29.95

#6542 Minox B-C Flash Mercury Battery \$1.95



MINOX EXPOSURE METER

A "must" for accurate Minox photography with the Model III-S. World's smallest precision photo-electric instrument. Satin chrome finish meter and chain, complete with leather case. #6110 \$27.95

SEE INSERT FOR ADDITIONAL

FOR THE MINOX'ERS ON YOUR LIST



MINOX SLIDE PROJECTOR

Shows Minox color slides with exquisite new realism. Projects to a big 24"x30" at a mere 8 feet. Measures 8 x 6 x 3 1/2". Smart pearl-gray finish. Includes leather case.

#6300 \$79.95



MINOX QUARTET FILM PACK
Combines four boxes of most-wanted Minox film—ASA 25, 50 and 200 TRI-X black-and-white, and ASA 32 Anscochrome. Black and gold foil package with imprinted greeting card.

#6820 \$9.45



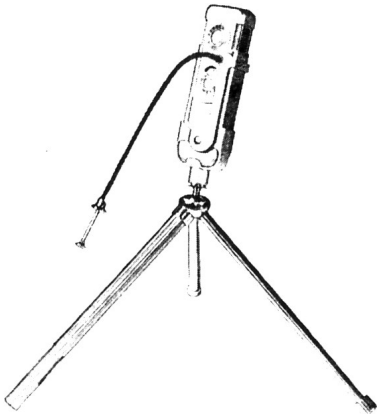
MINOX DIPLOMAT CASE

If he has everything, he should have the Diplomat too. Plush-lined interior has snug-fitting compartments for all Minox equipment plus 8 boxes of film. Measures 10x17 3/4 x 3".

#6420 \$39.95

MINOX GIFT SUGGESTIONS

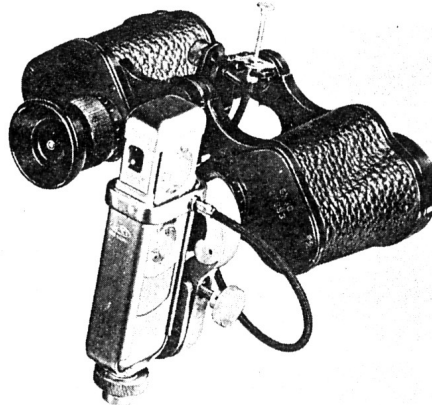
MORE CHRISTMAS GIFT IDEAS



MINOX POCKET TRIPOD

Hardly larger than a pencil, it sets up in 10 seconds, collapses into its own case. Has tilting head and cable release. $7\frac{1}{4}'' \times \frac{3}{8}''$ diam. Includes leather case.

#6621 \$21.50



TELEPHOTO-BINOCULAR CLAMP

Attaches Minox to binoculars for telephotography. Has built-in tripod and cable release sockets. Use also as camera-to-tripod clamp.

#6500 \$24.50



RIGHT-ANGLE FINDER MIRROR

Permits around-the-corner picture taking, shooting to the right or left while facing straight ahead. For the ultimate in candid photography.

#6200 for III-S \$9.95

#6202 for "B" \$9.95



REFLEX VIEWFINDER

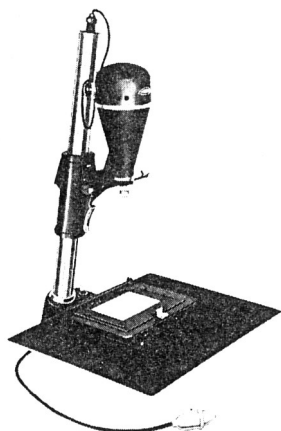
Permits using Minox at waist-level, near the ground for angle shots, or wherever eye-level position isn't desired.

#6201 for III-S \$14.95

#6203 for "B" \$9.95

SEE INSERT FOR ADDITIONAL

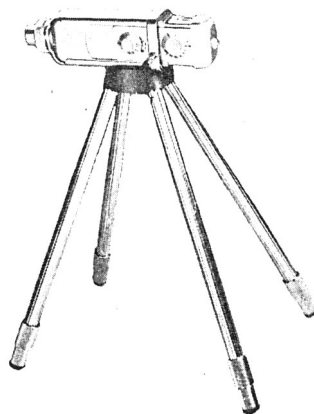
FOR MINOX ENTHUSIASTS



MINOX ENLARGER/COPY STAND

Enlarges up to 11x14". Has f/3.5 Micro-Minox lens, double condensers, tilt-back lamp housing, built-in light diffuser.

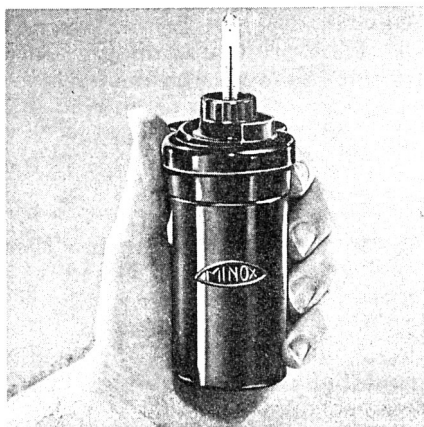
#6770 \$189.50



ADJUSTABLE COPYING STAND

Convenient, sturdy stand for copying letters, book pages, etc. Adjustable for distances from 8" to 18". Folds down to 1x1½x9".

#6602 \$29.50



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710 \$12.50

MINOX FILM DEVELOPING KIT

15 sets of chemicals in pre-measured quantities. #6720 \$3.95



MINOX TRANSPARENCY VIEWER-CUTTER

Examine your color frames through its built-in magnifier . . . then cut frame neatly by thumb pressure. Facilitates speedy slide mounting.

#6901 \$14.95

MINOX GIFT SUGGESTIONS

LAST CHANCE TO ENTER 2ND MINOX PHOTO CONTEST !

Have you picked out your best Minox shots yet? Better hurry—because there's not much time left before the Second Minox Photo Contest closes on January 31st . . . and you may have a winning picture lying forgotten in your desk drawer! You'll never know "what might have been" unless you enter . . . so look through your Minox prints today, and send in the best ones immediately.

The Contest has two divisions, and commercial, industrial or business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc. will fall under the "Pleasure" classification.

THREE FAMOUS JUDGES

All entries will be judged by three renown photography experts: JOSEPH D. COOPER, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine; DAVID B. EISENDRATH, JR., Technical Editor of Industrial Photography Magazine; and BOB SCHWALBERG, Technical Editor of Popular Photography Magazine.

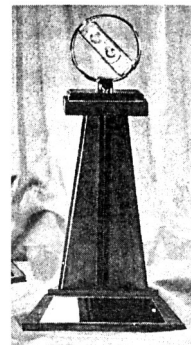
TEN AWARDS IN EACH DIVISION

Duplicate prizes will be awarded winners of the "Pleasure" and "Business" division, as follows:

1st PRIZE—Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol (illustrated above).
2nd PRIZE—Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.
3rd PRIZE—Minox Slide Projector for black-and-white or color. Leather carrying case included.
4th, 5th and 6th PRIZES—Minox 3 oz. B-C Flash Unit with folding fan

reflector.

7th, 8th, 9th and 10th PRIZES—Minox Right-Angle Finder Mirror. Permits around-the-corner picture taking.



CONTEST RULES

Following are the rules of the Second Minox Photo Contest:

1. Prints must be Minox photographs taken between May 1, 1958 and January 31, 1959.
2. All entries must be postmarked before midnight, January 31, 1959.
3. Print size must be $2\frac{1}{4} \times 3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.
4. Enter as many prints as you wish in one or both divisions of contest.
5. Each print submitted must contain the following on the back:
 - a. Classification of entry—either "Business" or "Pleasure."
 - b. Contestant's name, address, city.
 - c. Type of film used.
6. Minox photographs in "Pleasure" division will be judged on interest and artistic superiority.
7. Minox photographs in "Business" division will be judged on useful application of Minox to business or industry.
8. Prize-winning pictures become the property of Minox Processing Laboratories, and must be released for publicity purposes.
9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.

Ultraminiature (Cont'd.)

they know about handling a camera.

5. Press the shutter release button with great care. The slightest jiggle will produce an unuseable negative.

6. There is no one way of holding an ultraminiature camera. Everyone will find his own best grip. Since the instrument is so incredibly light, the slightest shake, especially at slow speeds, is tremendously noticeable in the enlargement. **I cannot overemphasize how important this is!** When using slow shutter speeds like 1/5 second, I take four or five frames (if possible) to insure that at least one of them will be sharp.

7. Focus carefully. Even though the miniature affords tremendous depth of field, care should be taken in focusing. At any distance under two feet (the minimum focusing range of the Minox is 8 inches), a measuring chain or tape should be used. At greater distances focus as carefully as you can, and it is not a bad idea to vary the distance scale on both sides of your guess on subsequent negatives.

I believe that miniature photography can do the same things for you that it did for me. It gave me a camera that could help keep my eye in practice. It gave me a camera that could be used on some special assignments. It gave me a chance to use the high technical standards and discipline that are so important in every phase of photography. These reasons make the ultraminiature a very attractive tool for me as a professional.

**REGISTER YOUR MINOX
FOR YOUR PROTECTION**

From time to time, Minox Processing Laboratories has advised all Minox owners to register the serial numbers of their cameras as a protective measure in the event of loss or theft. The following story points up the value of this registration.

This summer, Harry Hood Bassett was vacationing in Colorado. Upon returning to his hotel room one evening, he found a Minox camera and exposure meter which, in some unexplainable manner, had found their way into his room. Unable to locate the owner, Mr. Bassett, who himself is a Minox owner, recalled that he had registered his own camera with Minox Processing Laboratories . . . and he wrote to us in the hope that we might be able to give him the name of the rightful owner. Unfortunately, the camera in question had never been registered . . . and some Minox'er is undoubtedly still bemoaning the loss of his equipment.

Don't let this happen to you. For your own protection, send the number of your Minox to Minox Processing Laboratories for registration. And, incidentally, if you are the missing Minox'er, you may contact Mr. Bassett at the First National Bank Building, 101 East Flagler Street, Miami 32, Florida.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.

PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.

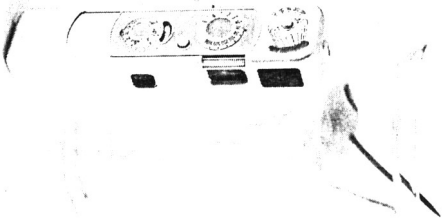




MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

CAPTURE NEW YEAR'S EVE
WITH
YOUR
MINOX!



Form 3547 requested

Bulk Rate
U. S. POSTAGE
PAID
Flushing, New York
Permit No. 232

ABOUT THIS BOOK

Hardware used in the creation of this book:

GATEWAY 500S PC, P4 1.8Ghz running Windows XP
CANON CanoScan N1240U Scanner

Software used in the creation of this book:

Adobe Photoshop 6.0
JASC Paint Shop Pro 5
Adobe Acrobat 5
DCE AutoEnhance

